

JAN  
-  
MAR  
2022

# innobiz DUT Centre for Entrepreneurship & Innovation Newsletter



**ENVISION 2030** transparency • honesty • integrity • respect • accountability  
fairness • professionalism • commitment • compassion • excellence



# CONTENTS

Opening Notes

---

## Articles

- Gardening tools donated to local schools 01
- Workshop for spin-off companies for DUT reseatchers and innovators 02

---

Business wise: Marketing techniques for small business 04

---

Activities 05  
06

---

Leadership

INSPIRE  
INNOVATE  
CREATE

## Words from innobiz Manager



It is with great pleasure that the innobiz DUT Centre for Entrepreneurship and Innovation publishes another newsletter to inform you of some of the activities that our office has been successful in executing.

Before we get to it, there are lessons on adapting and acceptance, since the emergence of all the entrepreneurial centres and activities, that would benefit us in

our daily lives and specifically in our entrepreneurial journeys. Firstly, it was the concern of whether this move would be successful, and the managing of these. Similar to the start of an entrepreneur's entrepreneurial journey, it is often filled with great concern but you do it anyway.

Second to this was the acceptance of the change and the new reality that all staff members found themselves in, management was

very careful to do this with little to no discomfort with the recognition of the perspective of staff members. For others, it may have been a serious rattle to cages and to others a challenge they were willing to take on – to both types of people it was a hurdle that was successfully gone over. Lastly, it was the change phase of embracing our new normal. Once the hurdle was gone over, how do we all see the silver lining in all of this and create even greater opportunities for ourselves and especially for those who benefit from the pool of services offered by the Centre.

I hope these lessons are practical for your life and can be applied in your everyday living. A special thank you to Professor Moyo, DVC: RIE and Professor Motaung Director: TTI. Their management has made this change worth being a part of for all of us. And then, a big thank you to the team who help assist with the implementation of the vision and mission of the innobiz Centre for Entrepreneurship and Innovation.

In the words of Bab Nelson Mandela, ***“Difficulties break some men but make others.”***

Wishing you the utmost best with the rest of 2022

***Ms Nontoko Ngcobo*** –  
Manager: innobiz DUT Centre for Entrepreneurship and Innovation

# Gardening tools donated to local schools

The Durban University of Technology (DUT) through the innobiz DUT Midlands Campus donated gardening tools to nine local schools from in and around the Greater Edendale area. The handover ceremony was held at the DUT Indumiso campus, in Pietermaritzburg on Friday, 4 March 2022.

The beneficiary schools included Ekukhanyeni Special School, KwaMpungose High School, Izwilesizwe Primary School, Inzuzwenhle Primary School, Amakholwa Secondary School, Sinathing Primary School, Funulwazi primary School, Phayiphini High School and Nansindlela Primary School. Community garden beneficiaries were Msomi Road Community Garden, Ngubane Road Community Garden and Imbali Road Community Garden.

Prof Moyo welcomed the guests and shared words of gratitude to all the partners who collaborated in making the programme a success.



***We are grateful to all who partnered with the University in this programme, and we are interested to see more engagement with local Agri-entrepreneurs and schools. There is a lot that the University wishes to do for the community, and we hope to continue working together to grow local businesses, said Prof Moyo.***

She further spoke on the importance of sustaining the land and utilising it to grow food, contributing to food security. Ms Nontokozi Ngcobo, innobiz Midlands Centre Manager concurred with Prof



Moyo, explaining the importance of agriculture in society and how it can alleviate poverty. "Food is important, hence the emphasis to revive the interest in agriculture for everyone; we need to learn to grow our own food not only for consumption but also commercialise it and make a profit," stated Ngcobo.

Speaking on behalf of the schools, Mr Sibusiso Zulu from Sinathing Primary School commended the Centre for their efforts in encouraging agricultural entrepreneurship in the community.

He further explained that this is an opportunity for students to learn something new in schools and this will have a positive impact on them, their families, and the community at large. "As schools we have limited resources, the financial support we receive can only be utilised for academic programmes.

We are thankful for such programmes; they do not only help us with gardens but also to enhance entrepreneurial skills in us and our children. We do have gardens, but they are not fully functional but now

that we have resources provided by DUT, we will be able to revive them," said Zulu.

Mr Rodgers Nzimande, the owner of one of the beneficiary gardens shared the same sentiments with Zulu, praising the University for changing their mindset around agriculture in communities. "DUT has taught me the importance of farming and commercialising my

garden, I am now a business owner because of the University," said Nzimande who currently plants and sells spinach and potatoes from his garden.

Mr Duke Ngcobo, External Industry Projects Officer at DUT concluded the handover ceremony with words of encouragement for the beneficiaries. "We will push very hard to get the best from you because

there is no reason why our small communities businesses thrive. Our doors always open for assistance and support," said Ngcobo. ■

Pictured: The giveaway package.

## Workshop for spin-off companies for DUT researchers and innovators

The Innobiz at the Durban University of Technology (DUT) Centre for Social Entrepreneurship Rapid Incubator recently hosted an entrepreneurship workshop for spin-off companies for DUT researchers and innovators, at the Centre for Social Entrepreneurship (CSE) offices, ML Sultan Campus.

The Centre successfully hosted a spin off companies' entrepreneurship workshop which was facilitated and led by the Director: Technology, Transfer and Innovation.: Professor Keolebogile Motaung, Business Development Officer at the Centre for Social Entrepreneurship Rapid Incubation, Ms Brightness Nyawose, and Finance Officer at the Centre for Social Entrepreneurship Rapid Incubation, Mr Thobani Banda.

In attendance were DUT's Deputy Vice-Chancellor Research, Innovation and Engagement, Prof Sibusiso Moyo, Director: Technology, Transfer and Innovation.: Prof Keolebogile Motaung, Prof Francis Oluwole Shode, Prof Santhosh Kumar Kuttan Pillai, Dr Poppet Pillay, Lana-Ann Brady, Brightness Nyawose, Thobani Banda, and other DUT academics and staff.

Prof Motaung is an award-winning Biomedical Scientist who has received a number of accolades due to her continuous efforts in bridging the gap between science and



entrepreneurship. Her goal at TTI is to positively impact the changing landscape of technology, transfer, innovation and commercialisation through excellent leadership and planning. She plans to transfer scientific research results into tangible economic and social

benefits and lastly carry those wonderful products/prototype to the marketplace.

The goal of the workshop is to grow DUT spin-off companies by training all attendees in all aspects of business and creating

an entrepreneurial mind-set. The programme covered design thinking which is known as the a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test.

The workshop also looked at lean canvas business modelling which is a one-page business plan template that helps entrepreneurs deconstruct their ideas into its key assumptions, replacing elaborate business plans with a single page business model.

DUT's Mr Banda spoke on the financial models, giving the attendees more understanding on the summary of a company's expenses and earnings used in the form of a spreadsheet, which is used

to calculate the impact of a future event or decision. Professor Shode is the founder of Sholab Nutraceuticals (PTY) from DUT's Department of Biotechnology and Food Technology.

His aim is to focus on the improvement and development of antiviral nutraceutical agents (actiovir and coglovir) against COVID-19 and HIV/AIDS; whilst Prof Pillai, who is from the Department of Biotechnology and Food Science, is researching into edible bioactive coating for fruit preservation.

Prof Motaung, who led the workshop, emphasized on the importance of knowing one's target audience in business, as well as understanding the customer needs and not being afraid to focus on product distribution and marketing channels. During creative and design

thinking, Ms Nyawose encouraged the audience to think outside the box, differently, unconventionally, and to believe in themselves.

Mr Banda closed the workshop by welcoming entrepreneurs to the Innobiz CSE and encouraging them to take advantage of the services provided by the Centre in order to grow their businesses. ■

Pictured: Attendees at the entrepreneurship workshop for spin-off companies for DUT researchers and innovators.

INSPIRE  
INNOVATE  
CREATE

# Business wise: Marketing techniques for small business

## Important marketing techniques for every small business to know.

Marketing is a fundamental business functions crucial for the success of any small enterprise; it does not only warrant sales and brand recognition but further facilitates the establishment of sustainable relationships with all involved stakeholders. At least 50% of small businesses fail at in the first two years of operation and one of the contributors to this number is the lack of effective marketing. Market segmentation Knowing your target market is the first step to any successful marketing plan.

You can sell anything in the world, you just have to sell it to the right people. One of the biggest mistakes startup entrepreneurs make is selling to 'everyone', no matter how generic the service or product is, it is not for everyone. Entrepreneurs have to clearly identify their target market to enhance the effectiveness of messages and communication. A market can be segmented by age, gender, income status, geographic location, interests, social class, ethnicity, etc.

## Digital Marketing

Digital marketing has dominated the marketing field since the availability of modern and advanced technology. It is said that as of January 2021 59.5% of the world population has access to the internet, which counts for at least 4.5 billion people who can be targeted by entrepreneurs. Technology is a convenient and

cost-effective tool of communication that small businesses can utilize to sell their products and services. Some of the platforms available to use are Search Engine optimization (SOE), Pay-Per-Click (PPC), Google business Manager, LinkedIn, etc. Entrepreneurs can choose channels of communication based on their audience and where they spend most of their time.

## Social media

Although social media forms part of digital marketing, it is too broad a term to be mentioned in passing. Social media is the biggest platform for communication in the globe currently with over 4 billion users worldwide.

Some of the most prominent businesses to exist found their breakthrough on social media platforms such as Twitter, Facebook, Instagram or Tik Tok. The main aim of marketing your business is to make people aware that you offer that product or service and telling them why they should buy it or buy it from you. Using marketing tactics such as influencer marketing and social media advertising and promotion makes it easy for users to choose you.

It is also important to note that social media is not only about posting, its also about actively engaging with your audience, researching, and developing content, constant analysis to figure out what people want or which products they respond to the most.

## Networking

Networking is one of the traditional marketing tactics that have improved in efficiency since the introduction of technology. Initially networking required that entrepreneurs attend events, meetings or workshops; nowadays you can network with people in the safety and comfort of your home. This is not only convenient, but it is also cost effective for small time entrepreneurs who do not have a budget for such. Networking allows entrepreneurs to meet other business owners and discuss business with hopes to learn something from each other.

Although technology now exists for our convenience, entrepreneurs can still attend events, workshops where they can share information about their business, share business cards, brochures or presentation to promote their offering.

## The bottom line

There are probably thousands of techniques other businesses use to engage with their audiences that were not mentioned above, which is why it is crucial for entrepreneurs to do extensive research on their target market and platforms available to market their businesses. No matter how great or unique your product or service is, it will not succeed if it is not sold to the right people using the right communication channels or platforms. The bottom line is, without effective marketing the business is bound to fail, what's the point of opening a business if you won't tell anyone about it.

## Activities



### Hydroponics And Crop Farming 5-Day Training For Youth In Kzn

The innobiz DUT Centre for Entrepreneurship and Innovation Midlands hosted an information packed Hydroponics and Farm Business Management workshop for youth in agricultural entrepreneurship. The training sponsored by the Economic Development, Tourism and Environment Affairs (EDTEA) was aimed at capacitating crop producing entrepreneurs in the KwaZulu-Natal province with agricultural practical skills, that will assist them in operating their businesses sustainably.



### innobiz DUT hosts design thinking workshop for entrepreneurship coordinators

The innobiz DUT Centre for Entrepreneurship and Innovation Midlands hosted a meet and greet and Design Thinking Workshop with the Deputy Vice-Chancellor: Research, Innovation and Engagement (DVC: RIE) at the Durban University of Technology (DUT), Professor Sibusiso Moyo and DUT's Technology, Transfer and Innovation (TTI) Director, Professor Keolebogile Motaung. The workshop was aimed at strategically engaging with Faculty Heads of Departments and recently appointed entrepreneurship coordinators.



### innobiz DUT hosts agricultural literacy programme for educators

The innobiz DUT Centre for Entrepreneurship and Innovation in collaboration with the Austrian Federal Ministry of Education, Science and Research (BMBWF), hosted a 2-day sprouting entrepreneurs programme for educators in school in and around the Greater Edendale community. The workshop forms part of a continuous programme offered by the Centre to inculcate agricultural entrepreneurship in rural schools and local communities. The broader aim is to counteract issues of food insecurity, poverty and encouraging financial independence through crop production and commercialization of gardens.





### EBL and innobiz partnership

The Entrepreneurship & Business Literacy Institute (EBL Institute) equips entrepreneurs to address some of the nation's alarming issues such as poverty and unemployment through entrepreneurially focused training and development. The institute was born out in recognition of the critical need for easily accessible entrepreneurship and business literacy for the small enterprise sector within the service and product areas.

The collaboration of the innobiz DUT Center for Entrepreneurship and Innovation with the EBL (Entrepreneurship & Business Literacy) Institute in partnership with MTN and Action Coach is a result of one of the DUT ENVISION 2030 strategic objectives, Society, speaks on the importance of mutually beneficial collaborations for the greater benefit of its graduates, amongst others.



### Friends with Disabilities

The Friends of Disabilities Workshop was purposed to promote the services offered by this NPO to other community members and also to identify potential stakeholders who will add to its objectives and missions. Part of the discussion included entrepreneurship for those who are differently-abled, and how the current barriers they face can be alleviated.

Included in the solutions was the need for policies to equally favour all, supportive technologies for those with disabilities and what technology-based initiatives are needed for people with disabilities.

## Leadership



**Dr Gnanam (Poppet) Pillay**

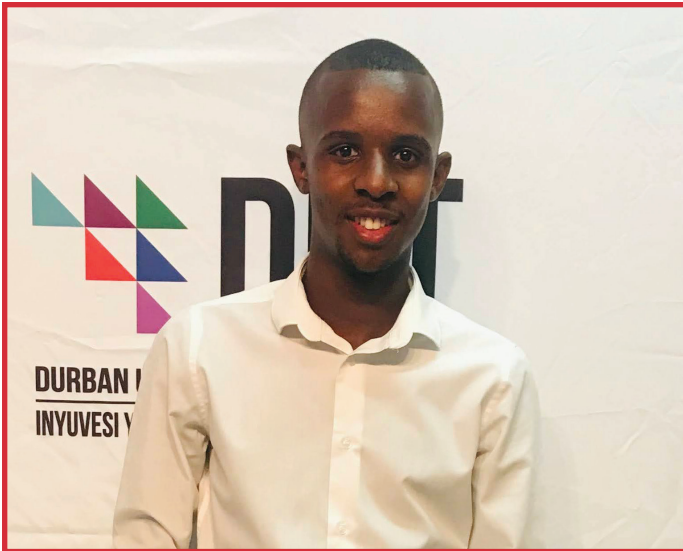
Dr Poppet Pillay is the Director of the DUT-Centre for Social Entrepreneurship and Rapid Incubator (DUT-CSERI) that she established at the Durban University of Technology in 2015. The DUT- CSERI develops and supports student and community enterprises through a range of interventions that include workshops, mentorship and coaching, and site visits.

Dr Pillay believes that **“When everything seems to be going against you, remember that an airplane takes off against the wind, not with it”**. (Henry Ford).



**Ms Nonhlanhla Khanyile**

“We are about building entrepreneurs, we exist because of their dreams. we are about building people, who build businesses. This is an exciting space for both the upcoming entrepreneur and the mentor, we as mentors get another opportunity to learn and be educated by entrepreneurs. “



**Mr Ntobeko Thiba, ENACTUS**

Entrepreneurship is a backbone with the SMMEs employing between 50 to 60 percent of SA's workforce. Universities should now produce job creators instead of job takers, the current situation and the effects of the pandemic have shown us how big the gap is between employed and unemployed.

The environment is forever changing and we need to create not just entrepreneurs but entrepreneurs that will bring innovation to contribute positively to the world we live in. Entrepreneurship is not a course work but it is lived experience through trying, failing, getting back up and continuing to challenge the status quo through creating entities that will last longer.

**Contributors:**

- Ms Linda Lindani
- Ms Nontethelelo Mzizi
- Ms Snelisiwe Hlongwane
- Ms Aliziwe Mbambo

**Photographer:**

Mr Khulasande Tshayile

**Graphic Designer:**

Mr Ovuyonke Sotsaka

# Our Services

## Business Support Services

- Company registration & compliance
- Marketing tool packages
- Intellectual Property

### Access To Markets Access To Finance

- DUT seed funding
- External funding facilitation

### Business Startup Training Certificate

- General business skills
- Finance management
- Operations

## Personal Development

- Design thinking
- Leadership development
- Student development programmes

### Business Mentorship & Coaching Various Technical Skills Training

- Technology
- Agriculture
- Textile
- Arts

### Access To State Of The Art Facilities

### Industry Funded Programmes Exchange Programmes

- Local and international
- National and global business competitions

### Bootcamps

## Contact Us

- ☎ 063 019 9805
- 📷 innobiz\_dut\_official
- 🌐 www.innobizdut.co.za
- 📍 innobiz DUT Centre for Entrepreneurship & Innovation

INSPIRE  
INNOVATE  
CREATE