

Leruo Foundation's Changemakers Incubation Program

The 10-month incubation **Changemakers Program** by the **Leruo Foundation NPO** for Youthpreneurs is designed to empower and support young entrepreneurs in their journey toward building sustainable businesses. This program will focus on providing youth with the skills, knowledge, and resources necessary to develop innovative and impactful business ventures. Here are key components of the program:

Key Features of the Leruo Foundation's Changemakers Program:

Training and Workshops:

Participants will receive training in critical business areas such as leadership, financial management, marketing, and innovation.

Workshops will also cover personal development, resilience, and problem-solving skills essential for entrepreneurship.

Mentorship:

One-on-one mentoring with experienced entrepreneurs and industry experts to guide participants through the challenges of starting and growing a business.

Networking Opportunities:

Connecting Youthpreneurs with a community of like-minded individuals, potential investors, and business leaders.

Social Impact Focus:

The program may emphasize businesses with a social impact, encouraging Youthpreneurs to create ventures that address local or global challenges. i.e. unemployment, global warming, environmentally friendly etc.

Seed Funding or Grants:

At the end of the 10-month program **3 top performing Youthpreneurs** will receive seed funding or grant to scale their businesses. The proposed grant is **R100,000, R75,000 and R50,000** respectively. Throughout the programme, participants will be evaluated based on the following criteria:

Commitment

- Consistent attendance and punctuality
- Active participation in sessions and group activities

Business Growth and Leadership

- Progress in business operations, customer growth, or income
- Improved products, services, or processes
- Initiative in solving problems and leading teams
- Self-discipline and goal orientation

Application of Learning

- Implementation of programme lessons
- Development of a clear and actionable business plan

Peer Collaboration

- Support for fellow participants
- Contribution to the Changemakers community

Professionalism & Compliance

- Well-maintained business records and admin
- Commitment to business ethics and legal compliance

Social & Economic Impact

- Job creation or skills development
 - Positive contribution to your community or industry
-

Here are 10 workshops that Youthpreneurs will be required to attend as part of the 10-month incubation **Changemakers Program** by the **Leruo Foundation**:

1. Business Model Development

- Objective: Teach Youthpreneurs how to create and refine their business models. Participants will learn how to identify customer needs, value propositions, key resources, revenue streams, and how to scale their businesses effectively.
- Key Topics: Lean Canvas, Business Model Canvas, value proposition, market segmentation.

2. Financial Management and Budgeting

- Objective: Equip Youthpreneurs with the necessary skills to manage business finances, understand accounting basics, and create realistic budgets.
- Key Topics: Cash flow management, profit and loss statements, break-even analysis, pricing, financial forecasting.

3. Marketing and Branding Strategy

- Objective: Help Youthpreneurs understand how to create and execute effective marketing strategies to attract and retain customers.
- Key Topics: Digital marketing, social media marketing, brand development, content creation, SEO, and customer engagement.

4. Pitching and Presentation Skills

- Objective: Teach participants how to effectively pitch their business ideas to potential investors, partners, or clients. Youthpreneurs may have the opportunity to pitch their ideas to a panel of investors or judges, which can help them gain visibility and funding.
- Key Topics: Crafting an elevator pitch, storytelling techniques, engaging with your audience, handling questions confidently, and making a strong first impression.

5. Entrepreneurial Leadership

- Objective: Develop leadership skills that will help Youthpreneurs manage teams, make strategic decisions, and lead with vision.
- Key Topics: Leadership styles, conflict resolution, decision-making, motivation, and building a positive company culture.

6. Social Impact and Sustainable Business Practices

- Objective: Teach Youthpreneurs how to integrate social impact and sustainability into their business models, creating ventures that benefit both society and the environment.
- Key Topics: Social entrepreneurship, sustainable development goals (SDGs), corporate social responsibility (CSR), ethical business practices.

7. Sales and Customer Relationship Management

- Objective: Train Youthpreneurs on how to build strong relationships with customers, increase sales, and ensure customer retention.
- Key Topics: Sales techniques, CRM tools, customer service excellence, lead generation, and conversion strategies.

8. Legal and Regulatory Framework for Startups

- Objective: Provide an overview of the legal considerations when starting a business, including company registration, intellectual property, contracts, and compliance.
- Key Topics: Business registration, legal structures, trademarks, patents, contracts, labour laws, industry specific compliance and tax obligations.

9. Networking and Partnerships

- Objective: Teach Youthpreneurs the importance of building strategic relationships with other entrepreneurs, mentors, investors, and stakeholders in their industry.
- Key Topics: Building and leveraging a professional network, partnership agreements, networking events, and collaborative business opportunities.

10. Growth and Scaling Strategies

- Objective: Help Youthpreneurs develop strategies for scaling their businesses, including operational efficiency, market expansion, and team building.
- Key Topics: Scaling models, automation, expanding to new markets, building infrastructure, and managing growing teams.

These workshops are designed to provide Youthpreneurs with a well-rounded skill set to navigate the challenges of starting and growing their businesses, from ideation to expansion. Each workshop will probably be interactive and involve practical exercises, case studies, and real-life examples to ensure participants gain hands-on experience.

- **Selection Process:**

This program is open to young individuals aged between 18 and 35 who own active and compliant businesses that have been in operation for a minimum of 2 years and participated in the Changemakers Pitch Competition during the Youthpreneurs Summit 2025. Applicants should demonstrate a strong passion for entrepreneurship and a desire to create positive change within their communities.

Expected Outcomes:

- Empowered youth entrepreneurs equipped to tackle challenges through innovative business solutions.
- A strengthened entrepreneurial ecosystem with an emphasis on sustainable and socially conscious businesses.
- Increased visibility and support for youth-led ventures.

Conclusion

Youthpreneurs are the future of entrepreneurship, bringing fresh ideas, energy, and a global perspective to the business world. By supporting and empowering them, we can foster the next generation of business leaders, innovators, and problem-solvers who will reshape industries and create positive change in society. Whether through mentorship, funding, or education, helping Youthpreneurs succeed is an investment in a brighter, more innovative tomorrow. To ensure that Youthpreneurs succeed and thrive, it's important to provide the right ecosystem of support, and that is what Leruo Foundation, and our partners are committed to doing.

Collaboration is key to building strong entrepreneurial ecosystems. Let's create a brighter, entrepreneurial future together!