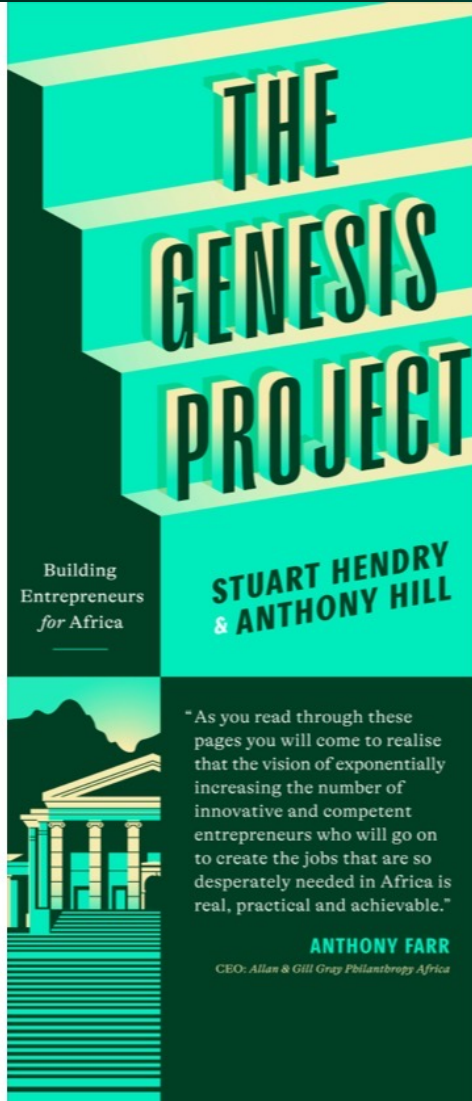




UNIVERSITY OF CAPE TOWN
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD

The Genesis Project

Stuart Hendry
Course Convenor and Author
EDHE Lekgotla
20 July 2022



**“We have over
4 million
unemployed youth
in
South Africa”**

Our Problem Compounded...

- 1. Why is every university in South Africa laser-locked on building employees instead of employers?**
- 2. Why are we not completely obsessed with building out the entrepreneurial eco-system?**
- 3. Why can I count on one hand the number of real Venture Capital firms who are committed to investing in startups...**



The UCT Genesis Project has 4 Unique Competitive Advantages

- 1. Real Honours-level Degree (NQF Level 8)**
- 2. Real Business (NO case studies!)**
- 3. Real Board of Directors (From industry)**
- 4. Real Pitch for Venture Capital (Genesis Expo – 10 August 2022 at UCT)**

We are launching 8 new startups...

Genesis Students Must LEARN:

1. Learn to DELIVER

- **Under pressure**
- **Resource constrained environment**

2. Learn to PUSH THROUGH

- **Hit the wall and keep going**

3. Learn Some METAL

- **Forging process**

4. Classroom to Boardroom and back..

Genesis Students Must EARN:

- 1. Transformation from student into entrepreneur**
- 2. Become uniquely capable young people**
- 3. Confident in building a business**
- 4. Make terrible mistakes...**
- 5. “Arion Power” (2020)**

“Arion Power”



- 1. Genesis Record Holders (2020)**
- 2. Covid Pandemic (hard lockdown)**
- 3. R1.2 million turnover (R460 000 profit)**
- 4. R68 000 dividend**

Opportunity Knocks...

WORLD CLASS, WORLD FIRST:

- 1. Entrepreneurial leadership development**
- 2. Management theory**

BUILD ENTREPRENEURIAL MINDSET

- 1. Question operating assumptions**
- 2. Take risks**

DEVELOP CRITICAL SOFT SKILLS:

- 1. Build resilience – Build confidence**
- 2. Develop interpersonal ability**

Our book is a Hope Story!

1. Explains why Africa needs *competent entrepreneurs* to create jobs
2. Offers *a unique recipe* for building these competent entrepreneurs
3. Provides *a solution* for implementing the dream of rapidly building competent entrepreneurs
4. Provides *the evidence* to support the solution

Our book provides 5 key principles for solving the entrepreneurial crisis...

Principle 1: Build Entrepreneurs!

Focus on the 'human capital' component of the entrepreneurial eco-system.

Principle 2: Build Startups!

The only way to build business-ready entrepreneurs is through action-learning by venture creation

Our book provides 5 key principles for solving the entrepreneurial crisis...

Principle 3: Don't reinvent the wheel

Build on what already exists. Add a Genesis action-learning component to your rich educational offerings already available.

Principle 4: Use Genesis as a template

Learn from our many mistakes over the last 30 years. **COME TALK TO US!**

Our book provides 5 key principles for solving the entrepreneurial crisis...

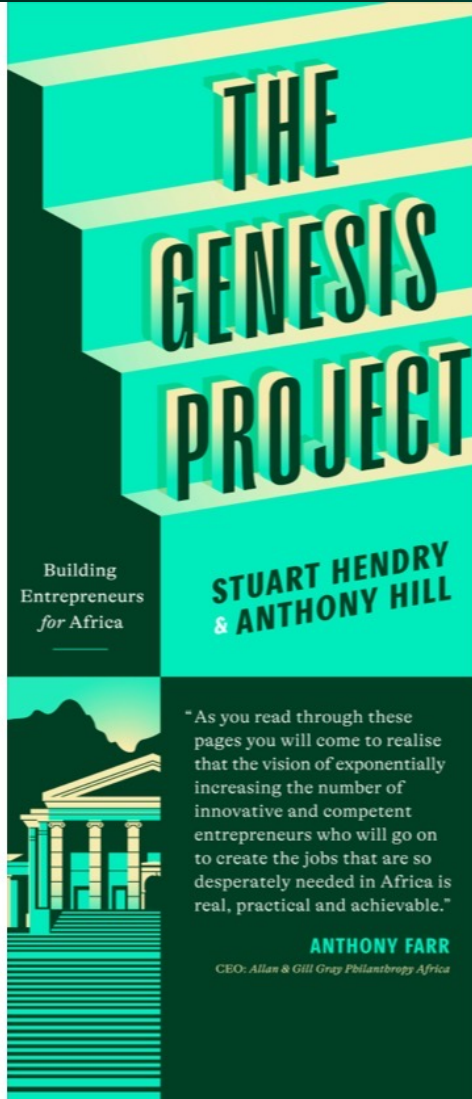
Principle 5: Start now!

Develop a national strategy!

Build a unity of purpose!

Build policy drive funding!

Start now!



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My contact details...

Stuart Hendry

Convenor

The Genesis Project

School of Management Studies

Faculty of Commerce

University of Cape Town

Email: stuart.hendry@uct.ac.za

Thank You

- 1. First of all to my Co-author Anthony Hill for travelling on this incredible journey with me.**
- 2. Our profound thanks to Dr Norah Clarke and her team from EDHE**
- 3. Thank you also to The Mayor, The VC and Miranda for participating in the panel discussion...**

FUTURE PROOF?

Masters in Entrepreneurship and Technology Commercialisation

- 1. Two years**
 - 2. Masters-level**
 - 3. Focus on Innovation that should be worth R1 billion in five years**
-
- 1. Free to a good home!**