

**EDHE Student Entrepreneurship Week 2022 (#SEW2022)**

**National Launch Programme**

**Hosted in partnership with the University of Venda**

**Theme: Move to market**

Day 1 - 18 August 2022

Venue: Auditorium, University of Venda, Thohoyandou, Limpopo

Time: 09:00 - 16:30

Time	Duration	Activity/Topic	Speaker	In-person /virtual	Speaker Bios/MC Script
7:30 - 8:00	30 min	Sound check & set-up	Production team		
8:00 - 8:30	30 min	Registrations	Makole		
08:30 - 09:00	30 min	Countdown timer	Production team		
09:00 - 10:25	60 min	<b>OPENING SESSION</b>			
09:00 - 09:30	30 min	Ice breaker and welcome activity: Dance - Modern dance, Xitsonga dance and Tshivenda dance. Drama and Poetry	Struu Artzz Entertainmnet	In-person	Struu Artzz Entertainment is a youth owned private company focused on producing and grooming the untamed talent. It also includes touring theatre productions mostly for the youth in disadvantaged rural communities and other relevant places such as Art festivals. This is to promote the exclusive indigenous talent of storytelling through performance Arts, Poetry, Music, Theatre, and Dance. Struu Artzz Entertainment is based at the University of Venda, in the warm heartland of Limpopo Province but the company's work is deeply rooted in all South African communities and goes beyond the regional boundaries.
09:25		Back Announcement - MCs on stage	Production team		
09:30 - 09:35	05 min	Opening and Welcome	MCs: Ms Masenya Mapitsi; Mr Excellent Muvhango	In-person	Welcome to the EDHE Student Entrepreneurship Week 2022 (#SEW2022) under the them #movetomarket - MC Script: Programme overview - what to expect over the next 2 days. The national EDHE Student Entrepreneurship Week was piloted in 2017 and was successfully executed in 2018. We are happy to host this year's national launch of the EDHE Student Entrepreneurship Week in partnership with the University of Venda under the theme #movetomarket
09:35 - 09:38	03 min	Introduction of both speakers	MC		Call both speakers on stage at once

09:38 - 09:48	10 min	Welcome Address	Dr Robert Martin: Deputy Vice-Chancellor, University of Venda	In-person	<p>Dr Martin holds a PhD in Entrepreneurship (UP), and is currently Deputy Vice Chancellor Corporate Services at the University of Venda. He is responsible for strategic leadership and management of the following Operations functions: Institutional Planning and Quality Assurance, HR, Marketing, Branding and Communication, Protection Services, and Facilities and Estate Management. Robert has over 20 years Executive and Senior Management experience in Higher Education as well as most areas of strategic and general management in both the Private and Public Sectors. Robert started his working career as a Social Worker in the Public Sector and served in various capacities. He had a short stint as politician and served as the first elected Ward Councilor for Kinross in the Highveldridge Transitional Council in 1995 and served on the Council until 2000 in the capacity of Deputy Chairperson of the Executive Committee and Chairperson of the Finance and Tender Committees. As an entrepreneur, he created his own Business Management Consultancy in 1997, a consultancy that focused on Small Business Development, Entrepreneurship, Business management and Coaching and Mentoring. Robert served as the General Manager of the Highveldridge Business Development Centre in Secunda, Mpumalanga, providing business support and development services to SMME's and Entrepreneurs. He has in the past also served as Director in several SMME's in different economic sectors such as transport, construction and services. Robert is a past chairperson of NAFCOC, Secunda Branch, and also served as a chairperson of the BMF Secunda Branch. He had the privilege to serve on the Provincial Boards of both NAFCOC and BMF in Mpumalanga. Robert also served on the Board of the National Institute of Higher Education in the Northern Cape and appointed of the NIHE in 2015. In 2016 he was tasked by the Minister of Education to lead the de-establishment of the Institute due to the establishment of the Sol Plaatjie University. At Board level, Robert has experience of serving in the Finance Committee, Audit and Risk Committee, Human Resources Committee and Procurement Committee. He is a Fellow of the Institute of Directors South Africa (IoDSA) since 2004.</p>
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09:48 - 09:58	10 min	Opening remarks and overview of EDHE	Dr Norah Clarke, Director: Entrepreneurship, Universities South Africa (USAf)	In-person	Dr Clarke's career path in education and entrepreneurship has been characterised by building bridges between the public and private sector. She has been responsible for founding and implementing the Department of Higher Education and Training's Entrepreneurship Development in Higher Education (EDHE) Programme in 2017, which is aimed at addressing issues of graduate unemployment and developing entrepreneurial universities. As Director: Entrepreneurship, Norah heads up the EDHE office, which is managed through the representative organisation of the public universities in SA, Universities South Africa (USAf). Norah holds a doctorate in the Psychology of Education and a masters degree in Tertiary and Adult Education (cum laude) from the University of Johannesburg. She also attained a baccalaureus degree in Education and an honours degree in Educational Psychology at the University of Pretoria. She later joined the University of Johannesburg's Faculty of Engineering and the Built Environment for a Postdoctoral Research Fellowship in Engineering Education. She remains involved in postgraduate academic supervision. In previous positions at the University of Johannesburg, Norah played a leading role in commercialisation, tech incubation and start-up initiatives. She joined the University of Johannesburg's Technology Transfer Office and was seconded to Resolution Circle, the university's technology commercialisation company, of which she was a founding member and Group Senior Manager: Training and Collaboration. Norah also established a technology business incubator at Resolution Circle. Norah has been an invited speaker on the topics of entrepreneurship and resilience on various occasions, has authored and co-authored a number of academic papers, and continues to serve on pitching and start-up evaluation panels. As an entrepreneur, she conceptualised and co-founded a private primary school and two lifestyle start-ups.
09:58 - 10:00	02 min	Introduction of the next speaker	MC		Call speaker on stage
10:00 - 10:03	03 min	EDHE Student Entrepreneurship Week 2021 Day 1 highlight video	Production team		
10:03 - 10:08	05 min	Overview of EDHE Student Entrepreneurship Week	Mr Sandile Shabalala, Senior Student Engagement Officer: EDHE, Universities South Africa (USAf)	In-person	Sandile is responsible for leading the EDHE Entrepreneurship Intervarsity, EDHE Studentpreneurs Indaba and the EDHE Student Entrepreneurship Week.
10:08 - 10:10	02 min	Introduction of the #SEW2022 Student Design Competition 1st Prize Winner and the Chairperson: EDHE CoP for Student Entrepreneurship	Mr Sandile Shabalala		Call both speaker on stage
10:10 - 10:15	05 min	Designing for success	Mr Evans Serumula, Founder of SM Africa Media & Marketing and the EDHE #SEW2022 Student Design Competition 1st Prize Winner	In-person	SM Africa Media & Marketing is a company that is based in Limpopo, Tzaneen which focuses on building professional media and marketing solutions for small and medium sized enterprises, taking advantage of the modern methods of marketing and advertising with more focus given to student entrepreneurs helping them with branding and marketing their businesses. He has served in the bolobedu youth leadership institute as the head of marketing and media liaison. Mr Serumula is also a first year marketing student of the Tshwane University of Technology.

10:15 - 10:25	10 min	Feedback on student entrepreneurship	Ms Nadia Waggie, Chairperson: EDHE CoP for Student Entrepreneurship, University of Cape Town	Virtual	Nadia is the EDHE national Chair for the Community of Practice for Student Entrepreneurship, UCT's representative for Entrepreneurship Intersarsity, Student Entrepreneurship Week and a member of the UCT Innovation and Entrepreneurship Working Group. She has been involved with entrepreneurship for more than 15 years and has a keen interest in supporting a generation of young South African entrepreneurs who are successful, ethical and make a social impact. In 2019 and 2021 Nadia lead the team of UCT 'studentpreneurs' to win three out of the five categories and the overall competition at the EDHE National Intersarsity. She comes with extensive business operations experience in corporate and higher education contexts. Her substantive role at UCT is that of Head of Sustainability & Impact (Careers) at the Careers Service. Nadia has a deep appreciation for beautiful footwear, but working from home during the pandemic introduced the comfort of Crocs and Birksies.
10:25 - 15:58	338 min	SECOND SESSION: SHOWCASE			
10:25 - 10:30	05 min	1st prize giveaway	Mr Sandile Shabalala, Senior Student Engagement Officer: EDHE, Universities South Africa (USAf)	In-person	1 for the online audience
10:30 - 10:33	03 min	Introduction of the next session and speakers	MC		Call all speaker on stage
10:33 - 10:53	20 min	Studentpreneurs success stories	Moderator: Mr Nqobizwe Mahlangu, Deputy Chairperson: EDHE Studentpreneurs CoP	in-person	Nqobizwe Mahlangu is Studying Bachelor of Medicine and Bachelor of Surgery at UKZN. Atlantic Fellow for Health Equity in South Africa Chairperson of Peers Educators at UKZN Pietermaritzburg Campus National Deputy Chairperson of the EDHE Studentpreneur CoP Board Member at Nomandla Leadership Academy Director at Medigo Medical services – A company of traveling nurses that services clients such as Old mutual, Sanlam, Discovery and many others. Passionate about social entrepreneurship as a tool to solve African social ills.

			Mr Promise Nyalungu, Founder of Struu Artzz Entertainment and the EDHE Entrepreneurship Intersivity 2020 Studentpreneur of the Year	in-person	Promise Nyalungu holds a Bachelor of Arts Degree in International Relations from the University of Venda (UNIVEN), South Africa and a certificate in International Business Administration and Leadership from Baden- Württemberg Cooperative State University (DHBW), Germany. Currently enrolled for a Bachelor of Arts Honours in International Relations at UNIVEN and recently got appointed as an Innovation Champion for Local Economic Development at the University of Venda in the Institute for Rural Development. His ongoing civic engagement is His creative social entrepreneurship venture Struu Artzz Entertainment. He's been selected as The Tallories Network Next Generation Top 40 Global Leaders and formed part of The Talloires Network Leaders Conference 2021 (TNLC) by Tufts University's Tisch College of Civic Life and the Institute of Politics at Harvard Kennedy School. Promise was awarded the Student Entrepreneur of the Year award and the Existing Student Business with Social Impact award at the prestigious Entrepreneurship Development in Higher Education (EDHE) Entrepreneurship Awards for the work that Struu Artzz Entertainment has done. Through the Struu Artzz Africa Network they currently train young rural and township creatives in media, broadcasting, graphic design and other information technology fields while helping them make a living, notwithstanding the pandemic. He's a recent graduate of the Cultural Producers Programme (CPP) presented by Business and Arts South Africa (BASA), Common Purpose South Africa (CPSA) and Manchester International Festival (MIF), supported by the British council Creative Economy Programme.
			Ms Mashoto Mphahlele, Founder of Mash Organics and the EDHE Entrepreneurship Intersivity 2021 Existing Business: General category winner	Virtually	Ms Mphahlele is an actress, accessory designer, writer, film and television graduate and currently studying towards her 2nd degree in stage performance, she is 2019 Student Entrepreneurship Week competition winner and EDHE Entrepreneurship Intersivity 2021 category 4 winner. Mash Organics specialize in organic hair and skin care products known to treat skin and hair problems like acne, hyperpigmentation and hair loss.
10:53 - 10:57	03 min	Q&A	Facilitator: MC		Read comments and questions from the online audience
10:57 - 11:00	03 min	Introduction of the next session and speaker	MC		Call the speaker on stage
11:00 - 11:10	10 min	My entrepreneurial journey	Speaker: Ms Mutshinya Aluwani, Co-founder of Rose Enterprise & EDHE Studentpreneurs CoP member, University of Venda	in-person	Mutshinya Aluwani grew up as a top achiever in primary and secondary school and collected multiple achievement awards. She holds N4 and N5 certificates in Business Management from Capricorn College where she was awarded the privilege of becoming a peer tutor. She is currently studying towards B Com Accounting at the University of Venda. Apart from that she is the co-owner 'Rose Enterprise', a business that sells convenience products and traditional clothes.
11:10 - 11:25	15 min	Tea break: student market visit			
11:25 - 11:30	05 min	2nd prize giveaway	Ms Zana Boshoff Project Manager: EDHE, Universities South Africa (USAf)	In-person	1 for the virtual audience
11:30 - 11:33	03 min	Introduction of the next entertainer	MC		Call the entertainer on stage

11:33 - 11:43	10 min	Student artist at the University of Venda		In-person	
11:43 - 11:46	03 min	Introduction of the next session and the speakers	MC		Call both speakers on stage
11:46 - 11:56	10 min	Showcasing the local entrepreneur in Agri-processing business	Mr Vhutshilo Netshiongolwe, founder of MUKAPUZA	In-person	Vhutshilo Ronald Netshiongolwe is an intensely futuristic entrepreneur and an inventor who is focussed on ideas that reinvents narratives. His passion lies in futuristic, ambitious and invigorating solutions to worlds' most persistent challenges that mostly affect Africa. As a serial entrepreneur, he previously founded envisaged, Vhutshilo foundation, stemhub and MUKAPUZA (PTY)Ltd. He is a qualified Aircraft turner machinist, CNC programmer and a university of Pretoria enterprises alumni.
11:56 - 12:06	10 min	Showcasing students women in Agri-business	Speaker: Ms Corney Phenduka, Founder of 3gs	In-person	Corney is a student in the University of Venda, currently doing her final year in B Com Economics. She is one of the success stories of the Student Training for entrepreneurial Promotion (STEP) program. She joined when it was first piloted at UNIVEN. Corney is part of ENACTUS UNIVEN. She is a founder of 3gs, company responsible with the production and distribution of eggs.
12:06 - 12:09	03 min	Introduction of the next session and the exhibitors	MC		Call all the speakers on stage
12:09 - 12:24	15 min	3 minutes pitch from the student market exhibitors	Moderator: Ms Masenya Mapitsi	In-person	Mapitsi Masenya grew up in Mankweng. She was always aspired by her uncle at a young age to be an entrepreneur. She pursued Business Management course at the University of Venda because she is determined to equip herself with more knowledge about business. During her time at the University of Venda, she was active in Student Entrepreneurship week program which provided in depth knowledge and guidance on entrepreneurship and how to manage the business. She is also a graduate in Bachelor of Commerce honours in Business management at the University of Venda.
12:24 - 13:24	60 min	<b>Lunch break and business exhibitions</b>			
13:24 - 13:29	05 min	3rd prize giveaway	Mr Sandile Shabalala, Senior Student Engagement Officer: EDHE, Universities South Africa (USAf)	In-person	1 for the online audience
13:29 - 13:39	10 min	Live performance: music item	Ms Nomonde Sibawu	In-person	
13:39 - 13:42	03 min	Introduction of the artist	MC		Call the speaker on stage

13:42 - 14:22	40 min	Keynote Address: "The possible you"	Mr Charles Ngobeni, Founder, Art of Skin Care	In-person	Charles Ngobeni is an author, Serial entrepreneur and a Business coach: He holds a Secondary Teacher's Diploma, a Science Education Diploma, a BSc. Mathematical Sciences, as well as a Master's degree in Business Administration with the University of the Witwatersrand. He did his Ministerial Training with the Rhema Bible College and was ordained a Minister at Miracle Valley Churches in 2010. He runs a number of his own businesses which include transportation, Wimpy restaurants, fuel station, Art of Skin Care, guesthouses and farms. His companies have won several awards over the years. Charles attributes his success to Godly principles of tithes, offering and partnerships. Since 2008, each year he has been taking pastors to Israel for a Pilgrimage. Charles uses his his talk show slots "Marketplace with Charles Ngobeni" to fight poverty by creating Kingdom Financiers.
14:22 - 14:25	03 min	Q&A	Facilitator: MC	In-person	Read comments and questions from the online audience
14:25 - 14:28	03 min	Introduction of the next session and the speaker	MC		Call the speaker on stage
14:28 - 14:43	15 min	Overview of the Student Training for Entrepreneurial Promotion (STEP)	Speaker: Ms Denise Schlichting, Referentin/Programme Specialist: International Cooperation and Emerging Topics, Deutsche UNESCO Kommission (German Commission for UNESCO)	In-person	
			Mrs Janina Peschmann, Leuphana University of Luneburg, Institute of Management & Organisation	In-person	
14:43 - 14:46	03 min	Introduction of the next session and the speaker	MC		Call the speaker on stage
14:46 - 15:01	15 min	Showcasing the best practises for Student Entrepreneurship	Moderator: Mr Nqobizwe Mahlangu, Deputy Chairperson: EDHE Studentpreneurs CoP	in-person	Nqobizwe Mahlangu is Studying Bachelor of Medicine and Bachelor of Surgery at UKZN. Atlantic Fellow for Health Equity in South Africa Chairperson of Peers Educators at UKZN Pietermaritzburg Campus National Deputy Chairperson of the EDHE Studentpreneur CoP Board Member at Nomandla Leadership Academy Director at Medigo Medical services – A company of traveling nurses that services clients such as Old mutual, Sanlam, Discovery and many others. Passionate about social entrepreneurship as a tool to solve African social ills.

			Speaker: Mr Kutullo Paris Mponya, EDHE Studentpreneurs CoP member, University of Limpopo	in-person	Kutullo is a 24 years old post-graduate student at the University of Limpopo currently enrolled for Honours in Chemistry. Mr Mponya owns an Agricultural business. His entrepreneurial journey started in 2017 at his student residence, selling snacks, soft drinks, sweets, airtimes and other products needed by students from his spaza shop. In 2018, Kutullo invested the profit into a chicken farm that he bought with just 70 egg laying chickens as a start. At a later stage, he managed to own 1000 egg laying chickens and 600 meat chickens. Currently the business grows many other vegetables that are supplied to students, the local community, resellers and street vendors with the aim to improve the local economy and alleviate poverty and unemployment.
			Speaker: Ms Mutshinya Aluwani, Co-founder of Rose Enterprise & EDHE Studentpreneurs CoP member, University of Venda	in-person	Mutshinya Aluwani grew up as a top achiever in primary and secondary school and collected multiple achievement awards. She holds N4 and N5 certificates in Business Management from Capricorn College where she was awarded the privilege of becoming a peer tutor. She is currently studying towards B Com Accounting at the University of Venda. Apart from that she is the co-owner 'Rose Enterprise', a business that sells convenience products and traditional clothes.
			Speaker: Ms Thandeka Mahlangu, EDHE Studentpreneurs CoP member, University of Mpumalanga	in-person	Ms Mahlangu is a 22 year old final year student at the University of Mpumalanga, studying towards a Bachelors degree in Education Foundation Phase Teaching. Thandeka originates from the village of Mthambothini in Mpumalanga. She grew up in a Christian family of 8, both parents and 6 children. I have 1 sister and 4 brothers. She owns a confectionery business called Ndeka's Desserts that has served clients for the past 3 years. Thandeka is also the Captain of the volleyball team from her campus, a Peer Educator, the Founder and the Chairperson of the UMP Studentpreneurs Society. Ms Mahlangu is a member of the national EDHE Studentpreneurs Community of Practice.
15:01 - 15:16	15 min	Tea break: student market visit			
15:16 - 15:21	05 min	4th prize giveaway	Ms Zana Boshoff Project Manager: EDHE, Universities South Africa (USAf)	In-person	1 for the in-person audience
15:21 - 15:24	03 min	Introduction of the next session and the speaker	MC		Call the speaker on stage
15:24 - 15:44	20 min	Opportunities available for students in Agri-business	Mr Ntokozi Sibiya, Director & Board Chairperson, Lesedi Agri Biz Incubator	In-person	
15:44 - 15:47	03 min	Introduction of the next session and the speakers	MC		Call all the speaker on stage
15:47 - 15:50	03 min	EDHE Student Entrepreneurship Week 2020 Day 1 highlights video	Production team		
15:50 - 15:53	03 min	Introduction of the next session and the speakers	MC		Call all the speaker on stage



15:53 - 16:03	10 min	Showcase the EDHE Entrepreneurship Intersivity regional rounds finalists at the University of Venda	Dr Nkondo, Senior lecturer: Department of Business Management and the Student Entrepreneurship Coordinator, University of Venda	In-person	Dr Nkondo is a senior lecturer at the University of Venda. She holds BCom Honours (UNIVEN), HED (UNISA), MBA (Northwest) PhD (UNIVEN) as well as various short courses. Dr Nkondo has taught different Business Management modules, including, Marketing Management, Purchasing Management, Entrepreneurship, Strategic Management and International Business Management. She has supervised over 15 postgraduate students whose research focus is on entrepreneurship. She coordinates research activities in the Department of Business Management. She is also a coordinator of EDHE student entrepreneurship. She has been a student training for entrepreneurial promotion (STEP) facilitator since its inception at UNIVEN. She has been involved in many community engagements in various villages in Molemole and Vhembe District Municipalities. She is passionate about empowering the youth through business initiatives and support. Dr Nkondo has previously worked as an Educator at several schools where she was offering Mathematics, Economics and Business Economics.
16:03 - 16:31	30 min	CLOSING SESSION			
16:03 - 16:06	03 min	<b>Introduction of the next session and the speakers</b>	MC		Call all speakers on stage
16:06 - 16:11	05 min	EDHE Resource Tour Video Project	Ms Zana Boshoff, Project Manager: EDHE, Universities South Africa (USAf)	In-person	No bio
16:11 - 16:16	05 min	Economic Activation Office	Mr Richardt Kok, Stakeholder Manager: EDHE, Universities South Africa (USAf)	In-person	No bio
16:16 - 16:21	05 min	Upcoming opportunities and the announcement of the internal university dates for the #SEW2022	Mr Sandile Shabalala, Senior Student Engagement Officer: EDHE, Universities South Africa (USAf)	In-person	No bio
16:21 - 16:26	05 min	Closing remarks	Dr Norah Clarke, Director: Entrepreneurship, Universities South Africa (USAf)	In-person	No bio

16:26 - 16:31	05 min	Vote of thanks	Ms Makole Magoro, Technology Transfer Coordinator: Directorate of Research and Innovation, University of Venda	In-person	<p>Ms. Makole R Magoro currently holds the position of the Coordinator: Technology Transfer in the Directorate of Research and Innovation at the University of Venda where she is responsible for the portfolio that includes: (i) Overseeing the process of filing provisional patent applications, Patent Cooperation Treaty (PCT) application and national patents (ii) Prepare reviews of commercial potential and recommendations on commercialisation strategies, including protection strategies (iii) Contribute towards the development of an entrepreneurial culture (iv) Student Training for Entrepreneurial Promotion, EDHE Intersity and Student Entrepreneurship Week (SEW). Makole previously led the Grants Management portfolio for over 8 years at the University of Pretoria (UP). During her tenure, she advocated a number of strategies and frameworks that have since provided the section for establishing, nurturing and sustaining a number of Research and Innovation platforms. She has been the architect for the UP Women in Science annual event aimed at celebrating the achievements and advancements made by women in the field. She has conducted grants management training and facilitation on pre-award, post-award and monitoring and evaluation at the University of Pretoria.</p>
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