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Article 12: Jump for Entrepreneurs, a Platform for Business Support

What is Jump?

Jump for entrepreneurs — or simply Jump for short — is the Western Cape Government's vendor-agnostic platform for supporting the efforts of entrepreneurs and businesses of all sizes across the province. This innovative tool allows entrepreneurs to better their business and access opportunities. Our goal is to offer solutions to some of the most common issues experienced by entrepreneurs and businesses as they start and grow their companies.

Research shows that smartphones are the preferred device among business users with 86% of SMME's using them all the time, Jump provides direct access to these solutions from the palm of your hand. The intuitive user interface provides an easy and convenient engagement with the dynamic content through the wide range of available resources and helpful features.

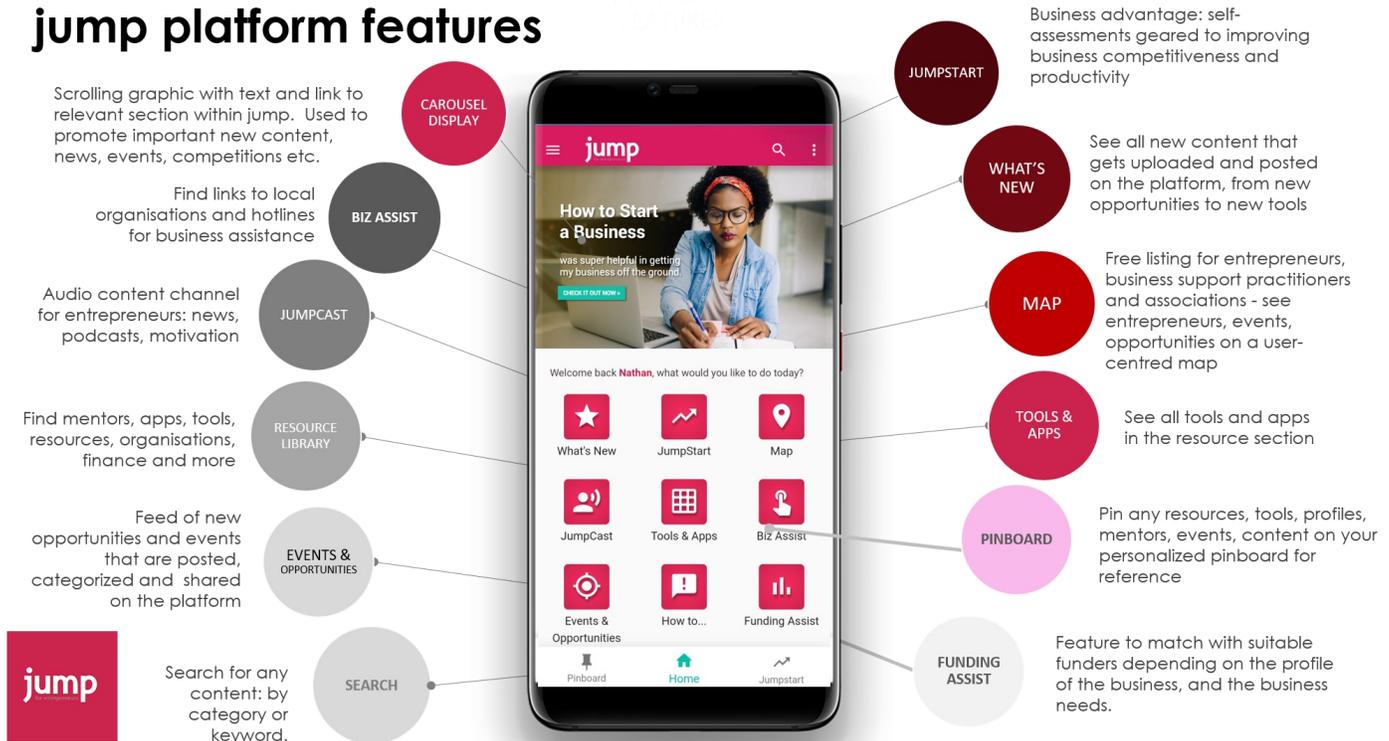
Jump is available as a free-to-download app and through push notifications, users are made aware of new content, important events and business opportunities, ensuring that they don't miss a thing. The Jump **map** helps entrepreneurs to be seen and to find business support, funding organisations, mentors and opportunities in their area. The platform represents the SMME ecosystem in a digital form, allowing organisations, business support specialists and mentors to load a profile to market their services.

Tools and features

JumpStart is a novel, personalized business health check assessment tool that gives you personalised insights into where your business is doing well and where it needs attention. Suggested tools and interventions are provided to assist with addressing gaps identified by the assessment.

Access to funding is a fundamental obstacle to the survival and growth of SMME's and the **Funding Assist** tool on Jump helps entrepreneurs to assess their funding readiness and generates an automated matching process to a possible 400 funding products provided by 600 funders. Details of the support are available in [Article 11: Getting funding in the Digital World.](#)

jump platform features



The **Events and Opportunities** feature provides a feed to local events and opportunities offering learning, networking and business prospects. If you are looking for local organisations to assist you, find out who they are and how to contact them through **Biz Assist**.

The **Pinboard** allows you to flag any tools, apps, events or opportunities to go back to later and the **search** function helps to locate the resources you require quickly.

Entrepreneurs can also access simple **'How-to'** Guides that provide advice on how to go about doing things like starting your business, conceptualising your business idea, checking your readiness for funding and more. The Jump platform also highlights over 200 useful **tools and apps** that allow you to leverage the power of digital technologies in running your business, such as financial management to marketing and others. This includes access to the Google My Business tools to help create and manage a business online presence.

JumpCast allows you to download helpful podcasts from industry experts and successful entrepreneurs on a variety of issues affecting businesses, as well as getting tips and inspiration.

Additional content and tools are added to the platform regularly to ensure the user receives the value expected. This is especially useful during these challenging times and assisting entrepreneurs in building and retaining a sustainable business during and after the Covid-19 pandemic. The support is ultimately intended to reduce the complexities and costs of doing business.

Where to find out more

Visit the information page at www.bizjump.co.za or alternatively contact us through one of the following channels:

General Support: contact@bizjump.co.za

Technical Support: support@bizjump.co.za

Partnerships: partnership@bizjump.co.za

WhatsApp: [071 259 2825](tel:0712592825)

How to access the app

The Jump app is available for download on both Android through the Google Play Store and iPhone through the Apple AppStore, search 'Jump for entrepreneurs'. JUMP is FREE, no payment or subscription required and is lean on data usage. The app can also be downloaded using any of the FREE public Wi-Fi hotspots the Western Cape Government has rolled out across the province. The map of Wi-Fi hotspots is available through this link: <https://www.westerncape.gov.za/site-page/wcg-wi-fi-hotspots>.



References

Use of technology, SME Africa, SME Report, 2019