



**Western Cape
Government**

Economic Development
and Tourism

Western Cape Premier's Entrepreneurship Recognition Awards

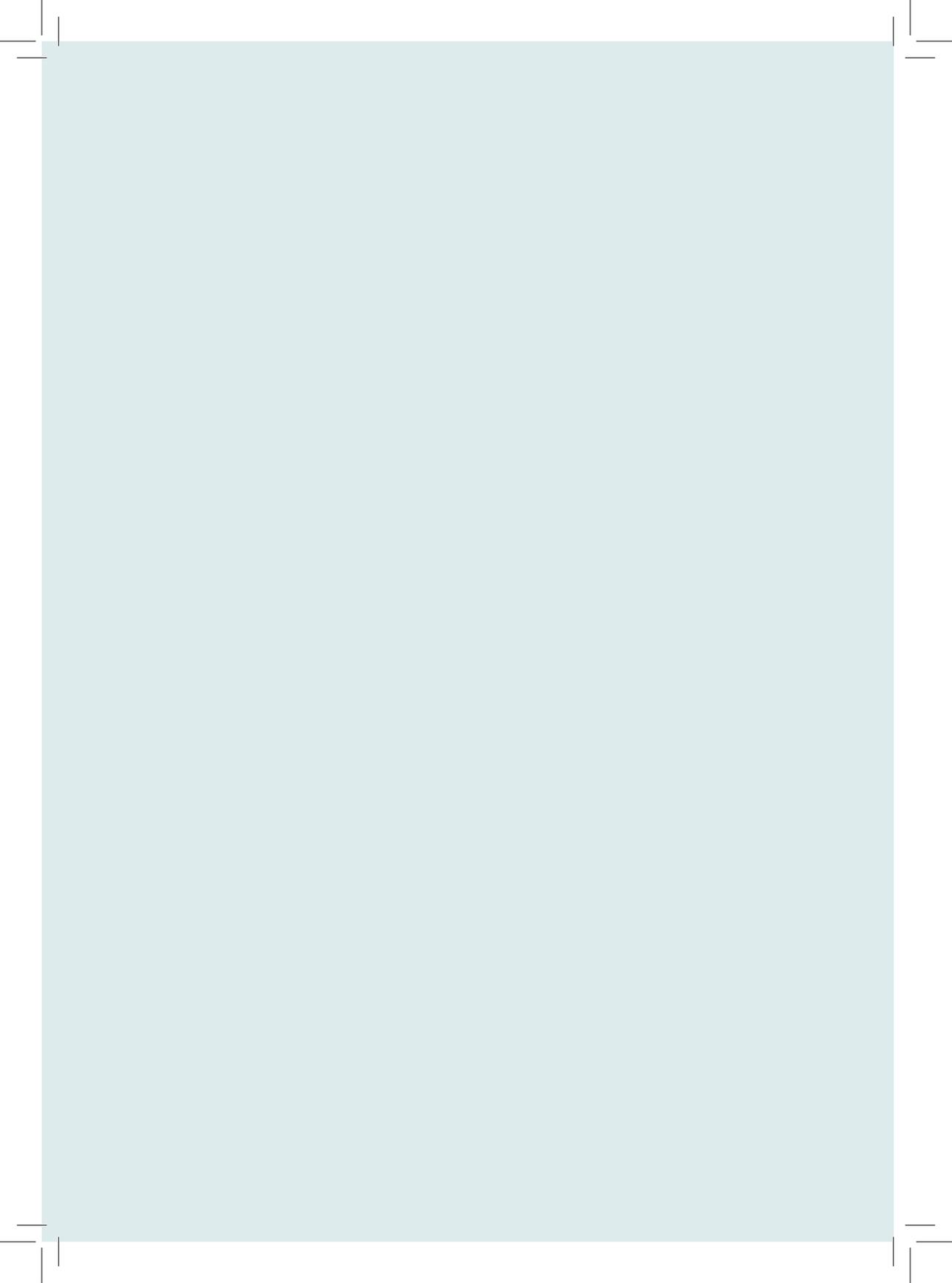
2016



PERA

Premier's **Entrepreneurship**
Recognition Awards

Recognising and showcasing the Western Cape's entrepreneurial achievers



OVERVIEW

Now in its fourth year, the Western Cape Premier's Entrepreneurship Recognition Awards (PERA) celebrates entrepreneurs' hard work and their contribution to job creation and growth.

This year a record number of entries have been received within the 11 categories. The successful finalists had the opportunity to present their businesses to an independent judging panel. A diverse group of businesses entered and judges were impressed with the passion and commitment shown by every finalist.

The Western Cape Government acknowledges entrepreneurs' valuable role in growing the economy and is determined to provide them with support to grow the economy Better Together.

The Premier's Entrepreneurship Recognition Awards is sponsored by:

Supported by



FINALIST PROFILES

BEST EMERGING BUSINESS

OUTSOURCED CFO

Louw Barnardt, Dana Pretorius and Jacques Le Grange



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Outsourced CFO is a financial management boutique of chartered accountants that renders a technical and visionary financial function service to ambitious SMEs under the management of a young and dynamic team consisting of Louw Barnardt (CEO) and fellow directors Dana Pretorius and Jacques le Grange. Being entrepreneurs themselves, OCFO understands the significant role that finance plays in the success of a business. Newer and younger companies cannot afford to appoint an appropriately qualified professional to navigate this facet of their business, but also cannot afford to be without the technical financial skills that one could offer, Outsourced CFO offers the solution: the business services of a passionate OCFO tailored to their needs in time and thought leadership.

Outsourced CFO has built up an exceptional team of 18 highly qualified, passionate and purpose-driven professionals who are skilled and experienced in helping entrepreneurs succeed. This ever-growing team of chartered accountants and professional accountants have successfully executed contracts with global corporate companies like Microsoft at a nation-wide level.



ALL POWER SYSTEMS

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All Power Systems are at the cutting edge of environmental change. Today's energy industry is a challenging and complex one and All Power Systems believe that the key to unlocking these challenges lies in finding powerful simplicities, which help their clients to invest in long-term, sustainable solutions through offering an integrated range of key solutions, such as providing audits; consultations; negotiating better tariffs; smart meters; designing solutions for the installation of renewables such as solar; project management and offering excellent after-sales support. They also offer financial management from day one, by off-setting project costs with the use of innovative financial tools. Their goal is to evolve your building into an environmentally green building that requires less electricity and uses more sustainable energy – the ultimate investment being a grid-neutral building.



PURE GOOD FOOD

Shannon Smuts

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Pure Good Food is a corporate catering business that dishes up super affordable, deliciously wholesome and ethically produced meals to working professionals in Cape Town.

They are a purpose-driven organisation defined by four core values:

1. Farm to fork – They source fresh, local, seasonal produce because food tastes better when it's free of chemicals.
2. Conscious capitalism – They believe profitability can only be achieved when serving the best interests of the people involved in the process.
3. Corporate wellness – Healthy employees make for happy teams.
4. Attainable health – Pure Good Food makes nutrition simple, affordable, and fuss-free.

Pure Good Food founder Shannon Smuts has spent half of her life in the kitchen. Her main objective is advancing the philosophy of conscious capitalism through her close relationship with the non-profit Baphumelele Fountain of Hope Youth Farm.

FINALIST PROFILES

BEST ESTABLISHED BUSINESS



KILOWATT AUDIO-VISUAL

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Founded in 2007 by Dillon Jearey, Kilowatt AV is a high-end audio-visual equipment specialist company with service delivery at the core of the business. Kilowatt AV prides itself on satisfying the needs of any client – from basic equipment rental to large-scale event productions. Kilowatt AV is so much more than your ordinary tech supply company. From the birth of any brief or idea, their creative, conceptual and innovations team will develop the perfect solution for the client. Their products and services include: equipment supply, video mapping, innovation, project management, conceptualisation, sales and installations, registration systems and set manufacturing.

Kilowatt AV has grown to be a significant and innovative player in the industry, servicing more than 700 events annually and prominent brands such as Old Mutual, Red Bull and Famous Brands.

AUTO MAGNETO

Jason Magnet, Bonita Dodgen, Lamees Ismail and Kurt Magnet



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Auto Magneto is a family-owned and -managed business that specialises in the wholesale and retail supply of quality auto-electrical products and accessories throughout Africa. Their business is based on a traditional value system and ethical code of conduct. They are centrally based in N'dabeni, Cape Town, and offer a reliable delivery service.

Their wholesale division is supported by master technicians in their RMI-accredited auto-electrical workshop and fitment centre and they are backed by a national support network. The highly technical and professional people working for Auto Magneto are the cornerstone of the business and are considered the best in the trade with a combined experience and knowledge of over 100 years in the auto-electrical industry.

Their workshop and fitment centre offers services for passenger vehicles, light- and heavy-duty commercial vehicles, construction and mining machinery and equipment, and marine and agricultural equipment. Lamees Ismail is the Managing Director, Jason Magnet the Sales Manager, and Bonita Dodgen and Kurt Magnet are Directors.

POLYMORPH SYSTEMS

Colin Payne, Richard Barry and Wim Morris



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Polymorph Systems (Pty) Ltd is a South African-based mobile development company that creates high-quality mobile applications for the global market. Polymorph is a dynamic and creative team of designers and programmers working either from the head office and innovation hub in Technopark, Stellenbosch, or various remote locations. They have been involved in big enterprise system development and have been actively involved in providing native and cross-platform mobile solutions to clients since 2009. The company is ideally positioned to exploit the growing need for high-quality mobile products. Polymorph has established themselves in this position through successful execution of a number of projects as preferred outsourced development partners for their clients. Their clients and partners are companies that create products in the wearables, IoT, and M2M spaces and they specialise in creating apps for hardware products, and are involved in the whole process, from UX, UI design and development through to product testing. Richard Barry is the CEO, Wim Morris the COO and Colin Payne the CCO.

FINALIST PROFILES

MOST INNOVATIVE BUSINESS



MEDO SPACE

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The MEDO SPACE Women in STEM Programme is aimed at female high school learners from underserved communities to encourage them to pursue STEM careers (Science, Technology, Engineering, Maths). This programme augments the courageous efforts by teachers with few resources at hand by providing after-hours

workshops highlighting the learning materials available on the internet. The basis of the programme is the purchase by MEDO Holdings of a small-format satellite and launch for late 2017, followed by a series of partnered satellite projects and launches to 2020. MEDO SPACE has partnered with Morehead State University in Kentucky, USA on their Women in STEM Programme.

Judi Sandrock is currently the Joint CEO of MEDO Space.



LITTLE MERMAIDS SWIM SCHOOL

Rushana Hartnick

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Rushana Hartnick opened Little Mermaids' doors in 2012 with a vision to create a swimming education centre of excellence where children and adults from all walks of life can learn more about this essential life skill and the health benefits of swimming. Little Mermaids Swim School strives to inspire thousands of children to be the best that they can through swimming. Rushana approached the business concept quite innovatively by engaging with more than 20 crèches in the immediate environment of her pool in Strandfontein Village. She has scheduled very specific time slots for each crèche and pre-school centre through online bookings and EFT pre-payments.

She collects and drops off the children from the different pre-schools and crèches during the course of the day. She has also started a water aerobics session, and recently acquired land where she can fulfil her dream of a swimming centre in Mitchells Plain. Her plan is to reach the primary and secondary schools as well.

Some of her services include: moms and tots swimming classes, learning to swim, stroke correction, squad classes, crèche initiatives and aqua aerobics. She also arranges a yearly swimming gala event where all the children can enjoy a fun day with their parents.



PRAELEXIS

McElory Hoffmann and
Georgie Farmer

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“Crafters of machine learning” is the way that Praelaxis describes its data scientists, all of them accomplished engineers, mathematicians and scientists who are much respected in their respective fields of specialisation. The integration of theory and praxis lies at the heart of what Praelaxis is. Praelaxis uses a proprietary machine learning platform to empower clients to become data-driven organisations. They are therefore able to craft custom solutions in various industries. Currently, Praelaxis has products and solutions in education, banking, and insurance, all built on their machine learning platform.

McElory Hoffmann (CEO) is an entrepreneur and the initiator of Praelaxis, he co-founded the company in October 2012. Georgie Farmer is a Director in the company and Christo de Witt a Director (chairperson of the board) and angel investor.

FINALIST PROFILES

BEST JOB CREATING BUSINESS

BARRYDALE HAND WEAVERS

Carol Morris



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Carol Morris has been working with textiles for the last 30 years, and eventually set up her fabric design business in Barrydale, in the Klein Karoo. The business trains previously unskilled people in weaving techniques. Barrydale Weavers now employs people from the local community who might not otherwise have had employment. The weavers are encouraged to use their design skills by introducing colour and pattern into the woven products.

The products are all woven by hand giving a quality, textured feel that can't be reproduced with mass-produced textiles. The rugs are made by up-cycling cotton waste from textile companies. The weavers now supply 150 other retail outlets in South Africa and the demand is growing. Export orders have gone to New Zealand, Ireland, Australia and Norway.



DORING BAY ABALONE

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Doring Bay Abalone (DBA) was established in 2011 and commenced operations in 2013. The company currently produces about 20 tonnes of abalone per year and has existing infrastructure to expand production output to 50 tonnes. DBA's management consists of Wayne Cooke, Auburn Malakaza, Albe Moelich and Ruben Saul who manage the day-to-day operations of the business. The Doring Bay

Development Trust which is represented by Ruben Saul owes 35% equity in the company whilst the other 65% is owned collectively by the other three shareholders mentioned. The company is a 55% black-owned company, which makes it the only majority black-owned, land-based abalone farm in South Africa, and importantly the only land-based abalone farm in the country with meaningful equity participation by a local community.

The Doring Bay Development Trust was established in 2008 and represents 650 members.



COMPUTERS 4 KIDS

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Computers 4 Kids is an educational ICT company that was formed in 1995 by Russell Pengelly, a qualified special needs educator. Computers 4 Kids provides a unique integrated ICT curriculum, teacher training and ongoing support to primary and high schools in South Africa as well as 24 countries across the globe. Based in Cape Town, Computers 4 Kids currently services well over 500 schools in southern Africa on a monthly contractual basis. The company has successfully trained in

excess of 18 000 teachers and over 6 000 000 learners in South Africa over the years.

Curricular materials have been localised for the various countries in which they operate (South Africa, Angola, Tanzania, Namibia, Swaziland, Botswana, Ghana, Mexico, Australia, Malaysia, etc.) and have also been translated into French, Portuguese and Spanish.

FINALIST PROFILES

BUSINESS WITH

GLOBAL REACH

NEWSPACE SYSTEMS

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NewSpace Systems develop and manufacture products for the space market. They specialise in attitude control systems, which require optical and magnetic sensors and magnetic and motor-driven actuators. Products have to be extremely reliable as they have to operate in the harsh space environment with no opportunity for being serviced or repaired once in orbit. In addition to built-in design reliability,

the units are all manufactured to the most exacting standards by artisans trained up to the highest level of assembly skills, European Space Agency (ECSS) standards. It is believed that this capability is unique in Africa. NewSpace technicians work in an anti-static clean room facility in Somerset West, with a number of advanced manufacturing techniques used to ensure maximum product longevity.

Two years ago, NewSpace CEO James Barrington-Brown moved and brought a UK-based space manufacturing company to the Western Cape. The company has now grown to 15 employees and it exports worldwide.

WARTHOG BLADE SHARPENERS

Stephan and Hein Pretorius



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Warthog Blade Sharpeners was started with the simple aim of creating a better knife sharpener. They began operating in 1999 and have been manufacturing and exporting their patented high-quality diamond knife sharpeners for more than 10 years.

In 2000, Warthog designed and manufactured the first V-Sharp™ (now called the V-Sharp Classic™), and they also designed and produced the V-Sharp Xtreme Edge™, a high-quality sharpener in a smaller and more affordable package. As this sharpener is smaller and portable, it is the perfect all-rounder and chefs, hunters and fishermen have all found it to be the perfect companion tool. It's also ideal for home and general use and the Xtreme Edge™ has become popular over a large spectrum of the sharpening market.

The Warthog office and factory is located in George in South Africa, employing 25 workers with modern machinery and equipment and producing 250 000 units per annum.



RAIN AFRICA

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Rain Africa was started by Bev Missing in August 1999 in Ladybrand in the Eastern Free State. It grew from one person making soaps in a garage to what it is today: a proudly South African international brand with its head office in Swellendam and branches in Manhattan in New York, USA, as well as Amsterdam.

Her business partners Simon and Hendrien Dewhurst are former South Africans and they manage the New York-based store located in the prestigious Rockefeller Centre.

The business is rooted in manufacturing as that was the vehicle through which the business could create employment opportunities for the underprivileged.

The business develops packaging and products that are intensively handmade, and their production cycle is deliberately low-tech and labour intensive as packaging and products are hand-made by trained crafters. They support small, local suppliers and producers and the wild ingredients are hand-harvested by women living in remote areas of southern Africa where economic opportunities are almost non-existent.

FINALIST PROFILES

BEST SOCIAL ENTERPRISE



OASIS ASSOCIATION

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Moderate, mild, severe or profound intellectual disability affects approximately 3% of all people worldwide. In 1952, a group of parents found a solution to the problem of their children being excluded from mainstream society when they started their own school – an oasis – for children with

intellectual disability.

Today Oasis Association is a model of integrated services. They provide employment opportunities, skills development training, daycare centres and residential homes for over 450 men, women and children in the greater Cape Town area, and 85% of their beneficiaries are black.

Their mission is to enable persons with intellectual disability to realise their fullest potential at each stage of their development, and thereby become as independent and productive as possible within the community.



SHONAQUIP AND UHAMBO

Shona McDonald

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Established in 1992 by Shona McDonald, Shonaquip was the first woman-run wheelchair business of its kind in Africa. It was established as a social enterprise to provide appropriately fitted wheelchairs for children and adults, capacity-building training for local wheelchair practitioners in addition to empowerment and advocacy programmes for people with disabilities living in Africa.

Shonaquip has developed from a small staff of two operating out of her garage to a well-established and reputable business that employs over 40 technicians, seamstresses and therapists.

Shonaquip devices are on government tender in South Africa, Botswana and Namibia and are exported as far afield as UAE and Georgia. Together, Shonaquip and Uhambo had nearly 20 000 direct beneficiaries in the 2015/16 financial year alone.

WASTEWANT MANAGEMENT

Luther Muller, Lydia Anderson-Jardine and Rowen Anderson



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WasteWant is a 100% black-owned waste management company that specialises in waste minimisation and was formed by Rowen Anderson, Lydia Anderson-Jardine and Luther Muller. They work towards a zero waste to landfill policy and also offer integrated waste management for facilities where they place staff on site, and separate waste at source. WasteWant's waste reduction, waste management and recycling interventions are designed to empower communities and organisations to participate in preserving the environment for future generations. After acquiring a waste licence, this has effectively been implemented in the community of Elsies River. They ensure that through their practices direct employment is created for the communities they operate in.

WasteWant has a major social impact, creating direct employment for people at The Haven and Elim Night Shelter based in Elsies River in Cape Town.

A key component to their business is creating a shared value for residents and their outcome is based on the potential of the workforce and informal traders.

FINALIST PROFILES

BEST STUDENT BUSINESS IDEA



ONEMOOLA

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Sechaba Mofokeng is a master's student at the University of Cape Town and has created a business called OneMoola. His idea was to provide an online platform for ordinary people to set their financial goals. The platform intelligently plots the best way to achieve those goals given the user's unique circumstances and recommend the most optimum ways to achieve them. Once the user selects the recommended options, the platform automatically connects the user with one of the best financial service providers.

The service is aimed at any South African citizen who earns an income, has a dream and would like guidance in achieving that dream. The core potential customers are people aged between 18 and 35 years.



TUTORFY

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Tutorfy is a curated online marketplace aimed at parents who have trouble finding a vetted and trained tutor for their child. It is also aimed at tutors such as university students who want to engage with students and make a difference in their community, retired teachers and part-time teachers. Parents can visit www.tutorfy.co.za and view the tutor's profiles. They then select a tutor and a package. The tutor will then come to the student's home or tutor them online.

Parents are now able to connect with tutors on demand. Tutors that would like to volunteer in their community can also be booked through the site.



STOKVELLA

Tuskan Owen-Thomas and
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Stokvella is an online management application that aims to improve the security, transparency and accountability of stokvels. It provides the leader of a stokvel with a simple, easy-to-use management tool, while at the same time providing all stokvel members with complete transparency of the stokvel.

Stokvella is aimed at the 11 million South Africans who use the 811 000 stokvels to pool money in order to make bulk purchases. Stokvella is a web application and is available on both smart and basic phone. It is also SMS and USSD enabled to ensure that everyone is able to access it.

FINALIST PROFILES

BEST EMERGING RURAL BUSINESS



NEXO ACCOUNTING

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Nexo Accounting was founded in 2015 and is based in Plettenberg Bay. Their mission is to deliver timely and accurate information to their clients by utilising the latest accounting software and cloud technology. Cloud technology allows clients to make informed business decisions on information that is always up to date.

Nexo Accounting is co-owned by Kobie and Gawie van Zyl and the company specialises in accounting, bookkeeping and business management, offering a variety of services that are tailor made to assist their clients. Their cutting-edge software solutions enable them to provide a service that is timely and accurate. The entire accounting system is paperless as all information is stored in the cloud and client information can be accessed anywhere in the world at the push of a button.



ANJA'S PANTRY

Annora Mostert

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Formed in a small shop in the heart of Vredenburg, Western Cape in 2015, Annora Mostert has developed Anja's Pantry into a company that has become a household name nationally. It has always been central to Anja's philosophy to provide customers with the best of what they need, as well as convenience and superb quality.

Anja's is a retailer, developer, manufacturer and distributor of food and related products which markets its wares to the health food service industry, retail customers and speciality outlets and stores.

Since the inception of Anja's Pantry, it has grown to 23 successful stores and 14 outlets, which all operate under the Anja's brand and style.

DARLING SWEET

Frits van Ryneveld and Hentie van der Merwe



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Darling Sweet came into existence in September 2013 when Frits and Hentie decided to start a toffee factory in Darling.

From the start, their idea was to produce a range of high-quality toffees that are handcrafted using traditional methods and with no artificial colourants, flavourings or preservatives added, thus 'clean label' products.

In 2014, they started producing their first three toffee flavours: Tannie Evita's Classic, Honey & Salt, and Sour Fig. Since then, Darling Sweet employs 15 full-time and 11 part-time members of staff, and produces toffee products in a 500-m² production facility. Their product range has also expanded exponentially since the start of the business and they currently have two product lines, eight toffee flavours and three toffee spreads. They also market and sell locally sourced raw veld flower honey and fleur de sel under the Darling Sweet brand.

Darling Sweet supports the Darling Trust, a charitable trust that assists the Darling community by empowering individuals to help themselves.

FINALIST PROFILES

BEST EMERGING AGRI- PROCESSING BUSINESS



BASSALICIOUS

Rizia Bassa

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Bassalicious was brought about by the traditions inspired by authentic Indian cooking and although Rizia Bassa has made sauces since 1998, she only decided in 2013 to turn a hobby into a business. She used recipes passed down to her by her late grandmother to create a range of vibrant and tasteful delicacies and works with a team of ladies who recreate the blend her grandmother used to produce.

Bassalicious condiments and marinades are cooked at a low temperature to bring out the exceptional flavour of every ingredient. The condiments and marinades are organic and preservative free and only the freshest ingredients are used, which are sourced from local farmers. Bassalicious condiments and marinades are authentically Indian in flavour, but are proudly South African.



BUTTANUTT TREE NUT SPREADS

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ButtaNutt is a proudly South African nut butter producer that handcrafts a series of authentic tree nut spreads using only local and natural ingredients. ButtaNutt was founded in 2013 at a farmer's market as a "better for you peanut butter". ButtaNutt is made by grinding up South African grown almonds, macadamias and pecan nuts into a paste. It is free from added sugar, stabilisers or preservatives.

ButtaNutt has since grown to eight permanent employees and supplies to over 350 independent retail stores nationwide, bringing home their philosophy that food matters. ButtaNutt has six authentic and proven flavours with their newest addition being the rooibos, coconut and macadamia. The range is primarily macadamia nut focused.



TRUE VINE GRAPSEED PRODUCTS

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True Vine Grapeseed Products is an agro-processing business that harvests grape seeds from wine cellars. The dried seeds are cold pressed to extract the grapeseed oil (GSO) and the leftover seed cake is used as a biomass pellet for renewable energy or sold as animal feed.

Five years ago, an agreement was reached with Merwida wine cellars in Worcester to harvest the seeds from their waste and the operations have been based there since. In 2013, True Vine Grapeseed Products Pty Ltd (TVGP) was formed to concentrate on the grapeseed products only.

Over the past years, the harvesting process has been customised and the perfect fit-for-purpose model has been organically developed to maximise job creation and sustainability. Each pod will employ 10 individuals and with 50 pods, the job creation potential is 500 employees.

The current buyers include both national and international customers, with potential grapeseed oil export buyers in Moldova, Turkey, Portugal and the USA, with information already sent to China to test this market for exports.

FINALIST PROFILES

BEST EMERGING TOURISM BUSINESS



ONCE IN CAPE TOWN

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Once in Cape Town was founded by five entrepreneurs in 2013 and the business is run by Kim Whitaker. You can tailor make your own experience at this all-star hotel and it straddles the line between a vibrant youth hostel and a three-star hotel. Plans are far down the line to duplicate this concept in Johannesburg before the start of the season where it will be trading as Once in Johannesburg.

An all-star establishment dedicates one floor to classic budget hotel rooms with all the necessary amenities of a three-star hotel in Cape Town. The other floor comprises a typical hostel

or backpackers' lodge in Cape Town. Every shared room has a private bathroom, most of which have been newly renovated.



WEST COAST WAY

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West Coast Way is a privately owned business which was founded by Carmen Lerm in October 2014 and is an initiative which actively markets and showcases the West Coast Biodiversity Corridor, thereby increasing visitor numbers and improving economic growth for locals.

More routes were launched during 2015 and 2016. West Coast Way has four active routes stimulating tourism activity and confidence in the Cape West Coast, with another route to be launched in 2016/17 upping the route collection to five: Culture Route, Foodie Route, Berg Route, Scenic Route and Wild Route.



HOT OVEN MARKETING

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Mira Weiner founded Hot Oven Marketing in October 2015

Hot Oven Marketing is a boutique public relations, destination marketing and media agency for the travel, tourism and wine industry in South Africa. They offer their clients a professional, skilled and experienced service by manifesting vision through creative concepts that are uniquely diverse. They act as the matchmaker to connect, interact and network between clients, the media and ultimately the consumer. They partner with clients to 'bake' ideas and build business and are constantly evolving and creating new ideas for the travel, tourism and wine industry. The business believes that you must connect with the stories of the people to be able to discover, explore and experience a destination. Employment and skills development form an important framework for the business structure.

FINALIST PROFILES

BEST SCHOOL BUSINESS IDEA



CARISSA HARPER

Aurial College

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Carissa Harper is a Grade 10 learner at Aurial College in Oudtshoorn and her business idea is to supply catering to local communities for birthdays and events. She has been implementing the idea with the help of her family, and it saves the local community taxi fares and time to get from their homes to buy the confectionary and snacks in town. She is continuously empowering herself by trying out new recipes from the internet and cooking and baking shows on TV. She is also becoming more versatile and has extended her product offering.

FUTURE ENTREPRENEURS OF USASAZO HIGH SCHOOL

Kadima Eddy Kayembe and learners



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The Grade 11 learners of the Usasazo High School in Khayelitsha in Cape Town have formed a group called Future Entrepreneurs under the watchful guidance of their teacher, Eddy Kadima Kayembe. While all grades are busy with different entrepreneurial projects, this group, represented by Chulumanco

Qumba, Cikizwa Mdaka, Kraai Andani and Tomose Abenam, has identified an opportunity to make and then rent out graduation gowns to other schools and universities in the area. The group has done their research and found that there is a shortage of gowns and that schools will be willing to rent the gowns from Usasazo for events such as their valedictory and prize-giving evenings. An initial 200 gowns with an eventual total of 400 gowns have been planned once they have secured funding for the material and labour. The benefit of this idea is that it teaches learners entrepreneurial skills and provides the school with an additional source of income.



KHADIJA MOHAMED

Al Azhar High School

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Khadija Mohamed is a Grade 11 learner at Al Azhar High School in Athlone, and her business idea is named Shop-in-a-box. The concept is a foldable and mobile 125 litre box with a total display area of 12,5 m². It can be either transported as a cart or mounted on a trailer. It is aimed at street vendors and market sellers across Cape Town at all the daily market and vendor areas, who need to store and transport their goods safely, and at the same time they can use the box for marketing purposes. The boxes can be manufactured from lightweight steel or aluminium, industrial waterproof tarpaulins and plastic

moulding to keep it as lightweight as possible. It can be purchased at selected stores and online. Khadija has already spoken to designers about the concept, as well as a business administration graduate/mentor to give her guidance on how to put the idea into action.

PERA 2016 JUDGES



CHARMAINE GROVES

CHARMAINE GROVES is the founder and executive chairperson of SA Business Resources Institute (SABRI), a non-profit company that develops grassroots entrepreneurs and builds social enterprises. Her passion for SME and community development was ignited when an opportunity arose to take up the position of Operations Manager, and later, CEO of Old Mutual's Masisizane Fund. Charmaine worked for more than 30 years in the financial services industry, and gained experience in, amongst others, actuarial consulting services, product development, structured insurance and everything related to employee benefits products. She previously also worked with Gemini Consulting on the development and implementation of a turnaround strategy for a large insurance company. Charmaine holds an MBA degree from UCT (cum laude), and was an Old Mutual Gold Medallist for outstanding achievement on the MBA, and also won an award for Knowledge Management. She obtained an SME management diploma from the Galilee International Management Institute in Israel. Other studies include property management through Unisa and leadership and systems thinking through UCT.



DORIS VILJOEN

DORIS VILJOEN is a curious, forever-learning optimist, passionate about thinking with business leaders to connect the 'dots on the horizon'. She has postgraduate qualifications in business management, education, project management and futures studies.

Her time is divided between her family, DV Consulting (where she works with business leaders on strategic issues), the Institute for Futures Research (where she is a research associate) and the Centre for Applied Entrepreneurship at Stellenbosch University Business School Executive Development where she leads projects and facilitates workshops.



GORDON SHARMAN

GORDON SHARMAN was appointed Manager, Enterprise Development Centre, Western Cape in January 2015. Gordon has 30 years' service in Absa Bank and has enjoyed a diverse career across the retail and business bank divisions in portfolios that varied from service, operations and sales, to management and leadership. He spent a big part of his

career in the enterprise banking space in the Western Cape. He is responsible for managing the Western Cape Enterprise Development Centre and ensuring that all sectors of business in the Western Cape receive the right support in obtaining and growing enterprise clients. Gordon's academic qualifications include a postgraduate diploma in Professional Sales Management UCT, 2012 Bachelor of Commerce (Banking) degree and a CAIB through the Institute of Bankers SA.



JOSEPH (JOE) RUITERS

JOSEPH (JOE) RUITERS is a highly experienced and seasoned enterprise and supplier development specialist with strong qualifications in business development, operations and profit and loss management. He has demonstrated the ability to lead diverse teams of professionals to new levels of success in a variety of highly competitive industries, cutting-edge markets, and fast-paced environments.

He obtained a BCom and an MBA and held various managerial positions in large corporations in order to serve people and organisations internationally. He has gained over 20 years commercial experience, which was obtained within the public and private sector. Currently he owner-manages an empowerment initiative, but previously held positions, like Supply

Chain Executive, Senior Manager: Group Reporting and Tax Management, Group Financial Manager, Financial Manager, Project Accountant, Management Accountant and Teacher. He lectured at the Stellenbosch University preparing teachers to be relevant and effective.



MISHINGA KOMBO

MISHINGA KOMBO was born in Zambia and came to South Africa 15 years ago to study politics and law at the University of Cape Town. After getting a Master's in International Law, she spent time working in the US before returning to SA to complete her articles of clerkship to qualify as an attorney. Mishinga was delighted to be offered the chance to join Transformation Director Suzanne Ackerman-Berman's team

at Pick n Pay in August 2014, where she and her colleagues help small suppliers to grow their businesses. Mishinga is passionate about helping people bring out the best in themselves and is a big believer in gaining new skills and knowledge. She is currently completing her postgraduate diploma in Tax Law. She worked for the UN for Kofi Annan, and while in America attended *The Jerry Springer Show!* She has also appeared on the SA version of *The Weakest Link* and an SABC TV cooking show, *Take a Biscuit*. She also entered *MasterChef SA* with her daughter and volunteered at her children's schools as a mentor.



NAWAL RAMASAR

NAWAL RAMASAR (BSc, MBA) is Cape Town based. He is a strategic development and marketing entrepreneur with over 35 years of business experience in manufacturing, franchising, and retail marketing of fast-moving consumer goods. As an entrepreneur, he has also owned and operated his own franchises, and is invested in a group of Famous Brands franchises. Nawal has been practising as a Retail Consultant since 2008 and more recently (since 2013) as a

Business Coach through his company, BusinessXL. Nawal has extensive business interests and serves on various boards, including empowerment group Lungisa Investment Holdings (Pty) Ltd. He is also a Director of the following companies: the City of Cape Town's Central City Improvement District (CCID), Hyperception Properties, JKNK Investment Holdings (Pty) Ltd, Zolilo Investment Holdings (Pty) Ltd, and Ramasar Foods cc. His key strengths include facilitation, business development and marketing, business turnaround strategies, negotiation, retail management, franchising, funding structures for SMEs and property development (retail, commercial, industrial and residential).



SIMON MANTELL

SIMON MANTELL started his formal working career in 1976 as a 13-year-old selling mirrors door to door after hours to home owners in the newly built Mitchells Plain. He qualified as a CA(SA) in 1986 and immediately went into business on his own. A risk-adverse nature allied with lack of access to easy capital in the 1980s meant that his ventures in their formative stages could best be described as “low initial capital investment bucket and spade initiatives”.

In 1988 he started Mantelli’s with one employee and over the years Mantelli’s has evolved into a manufacturer of premium biscuits supplying nationally and into selected markets in Europe.

He believes that South Africa is pregnant with opportunity for determined and entrepreneurially minded individuals to succeed and that opportunity, notwithstanding all the obstacles, exists everywhere and that “labour-hungry” SMEs can facilitate significant skills transfer between owners and employers which is so necessary in combatting our country’s massive unemployment figures.

Simon takes a keen interest in the print media and writes the occasional op-ed piece for *Business Day* and other national newspapers on contentious business and societal related matters.



DEREK BEROLD

DEREK BEROLD holds a BSc Civil Engineering degree, coupled with a BCom Hons degree in Marketing and Property Valuation, making him a true all-rounder as was shown in his career since he started working in 1972 as young engineer and later in marketing. He was and still is the owner of his own businesses that included Natwood Cape Town and Regenerated Waste Products until 2015. He is currently in sales and leasing of industrial property with Epping Property.

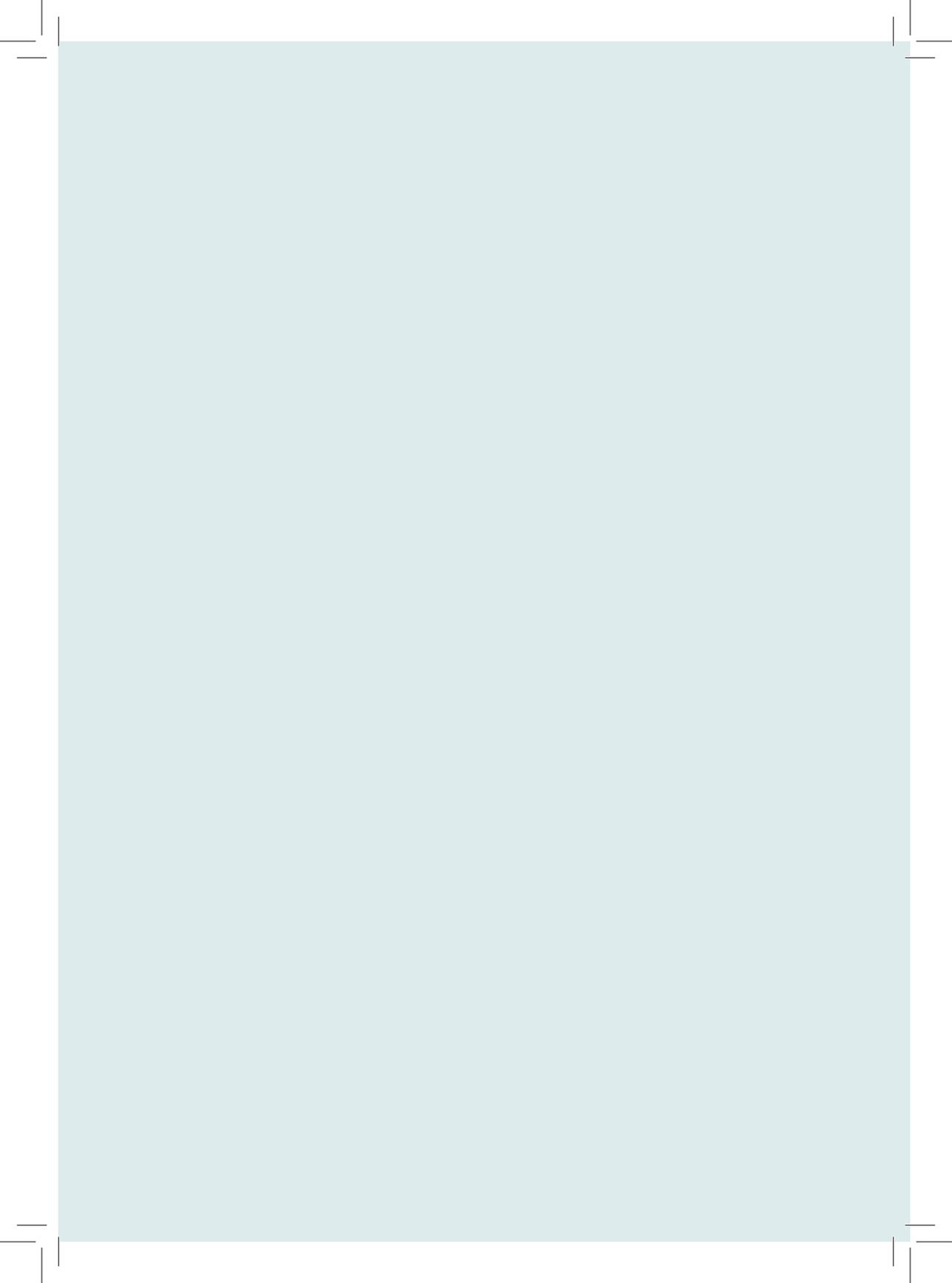
Although he has holistic business strengths, having run his own business for over 30 years, he has specific interest or experience in marketing and sales, budgets, costing and administration including manufacturing costing and export and sourcing of SA goods. He is an entrepreneur at heart and in thought, and appreciates being able to mentor students and owners of businesses. He has been a member of worldwide executive support group TEC, a mentor for many years to Tsiba University students, and holds a Toastmasters competent communicator certificate.



ARIFA PARKAR

ARIFA PARKAR was born in Zanzibar and grew up in the Seychelles, Mauritius, and Mumbai, India, and completed her formal education at the University of Bombay and Mumbai - with a BA in Economics and Politics as well as an LLB in 1985. The same year she qualified in Business Management. Later she completed TEFL and a subsequent Marketing Management course with additional training in Management Development at Stellenbosch University in 2006. In 1999 she joined the Department of Economic Affairs and Tourism where she was, inter alia, responsible for the Department's Business Promotion Desk, to promote business in the Western Cape and promoting partnerships with overseas market with special focus on Italy. After a short break from work, she landed at the Cape Chamber as Marketing Manager, and later as Manager of International Stakeholders Desk. Arifa is an active member of Women In Motion, mentor at the Allan Grey Orbis Foundation as well as Wesgro. Arifa left the Chamber in April 2012.

In April 2014 Arifa took another bold step and ventured on her own. She now is the proud owner of AASHA Investment Solutions (Pty) Ltd and living her dream of always being there to give that mentoring hand to entrepreneurs. Once again Arifa was offered a new challenge; the position of CEO at WECBOF (Western Cape Business Opportunities Forum). Arifa uses her connectivity around the world and her network to build relationships and find new joint ventures for prospective businesses, language and culture being no barrier to her. She is "a United Nations" on her own.



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