



FOOD TECHNOLOGY AND BEVERAGES INCUBATORS

Call For Funding Proposal From Business Incubators And Accelerators
That Support And Develop Start-Ups And Entrepreneurs
In The Hospitality Industry



Download the Supporting Documents via: <http://bit.ly/FoodTechBev>
Submit Proposals to Acting Incubation Manager: Fhatuwani Tshikovhi
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Submission Deadline: Friday, 26 February 2021

Context:

With the high unemployment rate, job losses and closure of operators in the hospitality industry brought on by Covid-19 pandemic and subsequent lockdown, there is a need for the establishment of new businesses to mitigate challenges. Whilst there may be many skilled food and beverage professionals, most are not skilled in running their own businesses but prepared for employment. Through culinary training initiatives run by the Department of Tourism and food specific business incubation and accelerators established and supported by the Small Enterprise Development Agency (SEDA), progress on initiatives are now becoming visible. The Department of Tourism, in partnership with the Seda, is therefore calling upon Business Incubators and Accelerators that support and develop start-ups and entrepreneurs in the hospitality industry, to submit proposals for funding in line with the listed high-level scope.

Proposal Scope:

- The proposal must demonstrate how the selected incubator will deliver tailored Enterprise Development Support Services Technical Conformity Assessment; and Technology Support in the development of a business concept / product development, product marketing, listing, payment and last mile delivery digital platforms to these food and beverage graduates.
- The proposal must also clearly indicate how the Incubator or Accelerator will assist the selected graduates to develop their businesses models and link them to relevant markets and their own township based “dark kitchen” facilities.

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The Proposals Must Cover The Following Elements:

Elements	High-level description
Executive Summary	Summary of the institution and the proposed Technology Business Incubator (TBI) or Accelerator. Economic activities of the district and the existing entrepreneurship support ecosystem in the area where the Incubator or Accelerator will be located. Main sector/s and innovation support envisioned.
Business Plan	Proposed detailed business plan; indicating incubation or accelerator business model, define where the SMME pipeline will be sourced from, service offerings of the incubator or accelerator continuum and staff complement (organogram) that will execute.
Background Information	Situational and Economic Sector Analysis of the Province and District where the TBI will be based.
Business Objectives	Outline the goals and objectives of the Incubator aligned to the aspirations set by Seda for the sector.
Benefits and Limitations	The anticipated benefits of undertaking the initiative and limitations thereof.
Scope, Impact, and Interdependencies	How would this incubator be linked with other players currently existing in the innovation and entrepreneurship ecosystem and what would be its unique value add and partnership models between ecosystem builders in the Province.
Market Assessment	What are the opportunities presented and how could it exploit these, taking into account local, continental and global best practices of similar projects. Show clear market feasibility for specific location.
Risk Assessment	What are strategic and operational risks that the Incubator needs to consider and how can these be mitigated.
Financial Appraisal	Operational Cost and Incubation Service Cost, Return On Investment (ROI) over the next three (3) years
Project Organization	How to best ensure a connected ecosystem taking into account the above aspirations
Sustainability Plan	How can the incubator be self-sustaining, focusing on viable revenue models vs operating costs.
Fundraising Plan	How can resources be mobilized to realise this initiative. Indicate different funding options with risk analysis for each Provincial, Local and Private Sector Partners that will be secured.
Governance	The governance structure of the incubator in line with Corporate Good Governance.
Incubator(s) Location(s)	Identification of potential location(s) of the incubation programme within the Republic of South Africa with a sound rationale provided to indicate the viability and need for the indicated location(s).

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