



# Supporting Small Business through Mentorship Programmes

23 June 2021



**NATIONAL MENTORSHIP  
MOVEMENT**

Mentorship - the Power of Two

# National Mentorship Movement

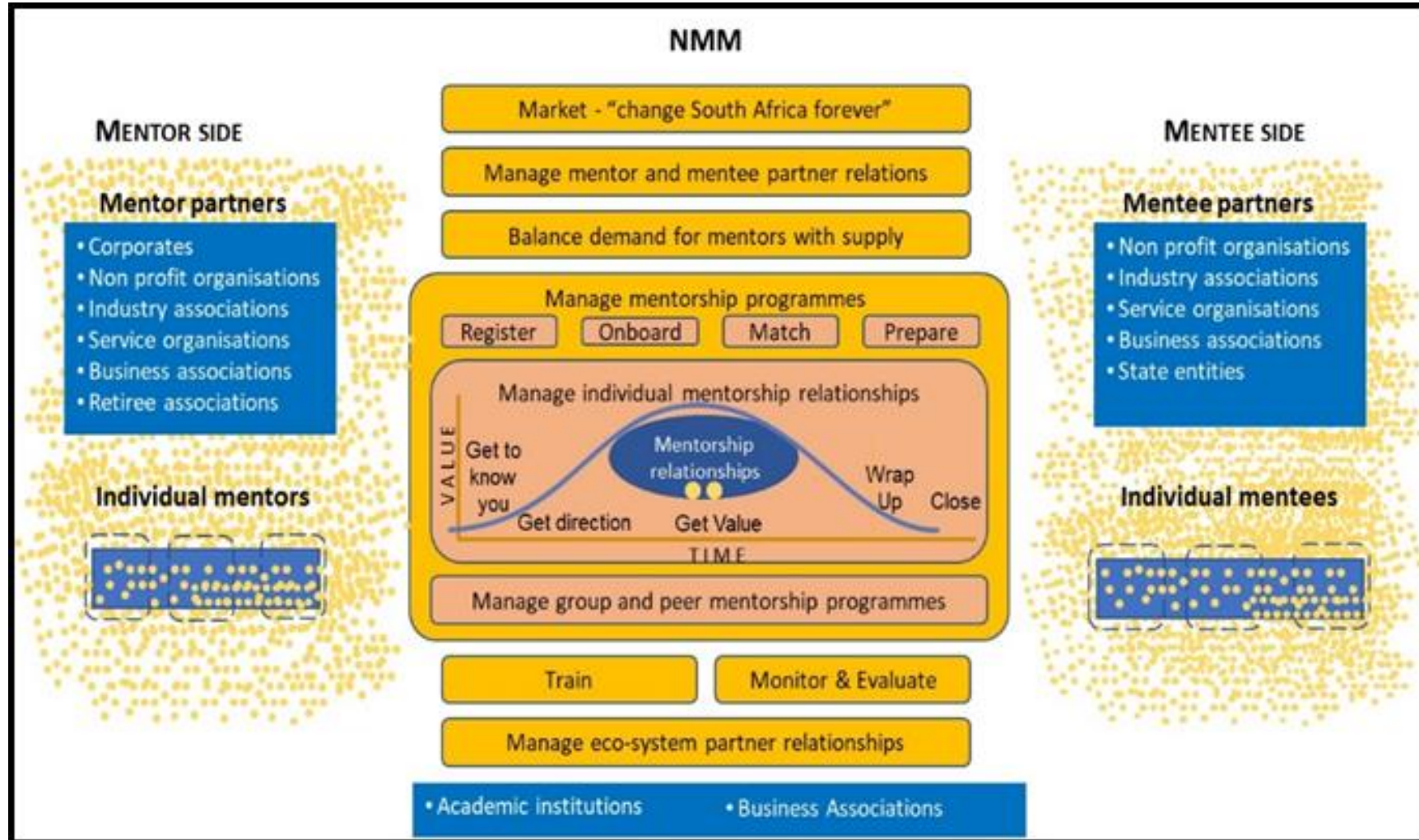


## Overall Outlook:

- Non-profit, established in 2015, registered as a Section 18A Public Benefit Organization.
- Objective to assist address South Africa's massive unemployment problem and poor entrepreneurial health.
- "Mentorship – the Power of Two": individuals who are mentored are twice as likely to enrol in university, hold leadership positions, be involved in the community, increase their revenues and staff levels, and survive in business longer than five years.
- Audacious goal - to mobilise 100 000 mentors to support 1 million mentees.



# How does the NMM model work?



# How does the NMM model work?



1. The mentee registers and provides demographic information, stage of development of their company, years of experience, industry they operate in and their development needs.
2. Through the Torch-Everwise algorithm, the mentee is matched with an appropriate mentor.
3. The mentorship is managed over a year by monitoring and evaluating the effectiveness of the match through the system, and interventions are made when necessary.



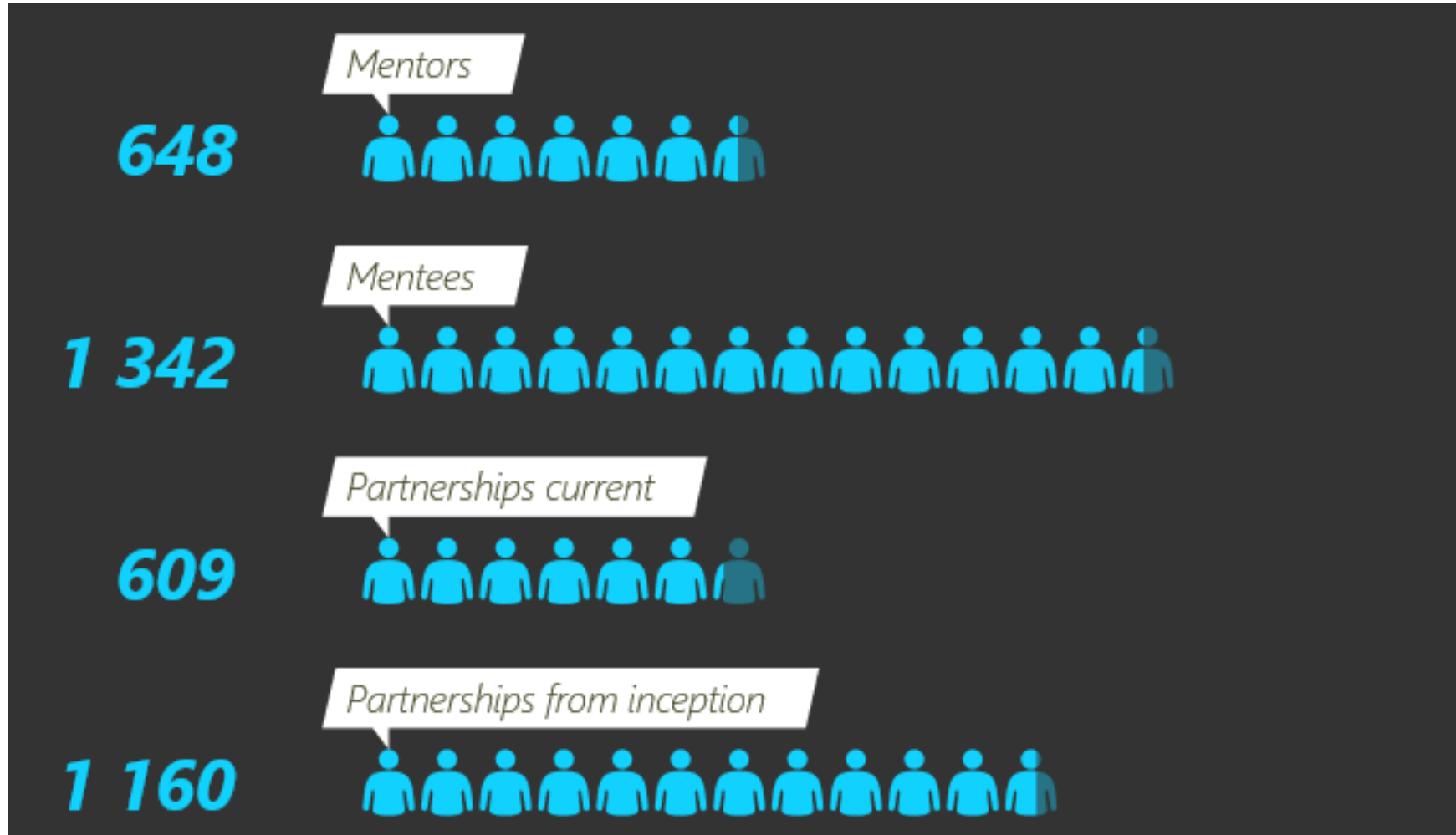
# Governance and funding

- Governed by a Board of directors and the CEO of the NMM.
- Targeted funding is 50% earned and 50% donor funding.
- Their earned funding has included from projects with:
  - the Da Vinci Institute on behalf of the Gauteng City Region Academy (GCRA),
  - the Tourism Business Council of SA
  - Sanlam Investment Group
  - Standard Bank.
- NMM boasts a cost effective model because the mentors mentor at no cost, and they run a lean organisation with an operating budget of below R2 mil/year:
  - The license for the Torch-Everwise platform is about a quarter of the cost
  - Support staff costs are kept low (contracted through the YES programme), the CEO is unpaid, and the offices are rent free.
  - Without these cost savings, the budget required would increase to R 3,5 mil/year at current levels of activity.

# Some NMM programmes

Beneficiaries	Mentees	Partners
Township youth and entrepreneurs in Kliptown and Tembisa	20	IQbusiness, Khulisa Social Solutions
Unemployed youth going through a new venture creation programme	400	Da Vinci Institute with the Gauteng City Regional Academy GCRA
Entrepreneurs in the tourism industry as well as women who have graduated from industry's Executive Development Programme	50	TBCSA, Dept of Tourism, SAACI, SATSA
Entrepreneurs as well as unemployed youth and interns in the printing industry	50	Printing SA
Entrepreneurs with small and micro enterprises	75	Standard Bank
Entrepreneurs in start-ups as well as staff and managers in a corporation	24	Sanlam Investment Group
Entrepreneurs in the innovation arena	80	Technology Innovation Agency
Students	20	Feenix / Moshal Scholarship programme

# Mentors, mentees and partnerships

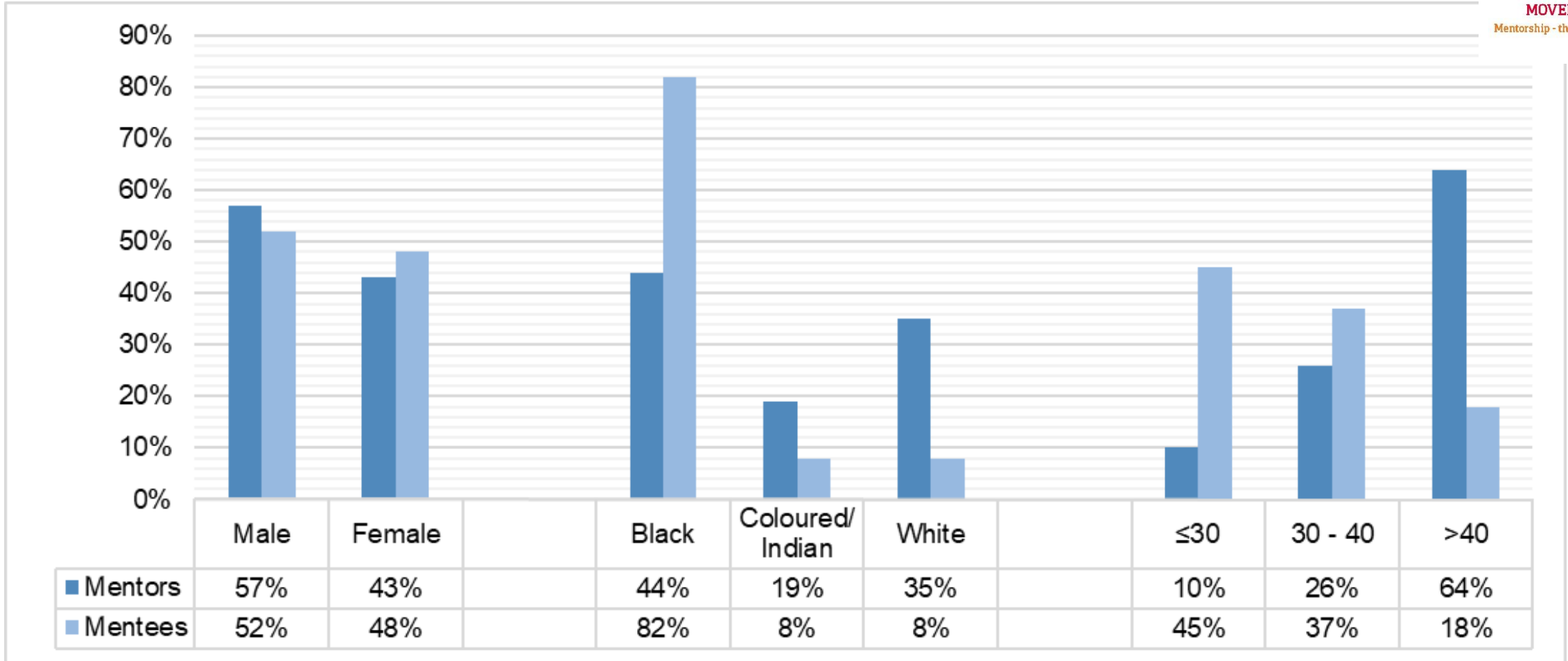




# Demographic composition



NATIONAL MENTORSHIP  
MOVEMENT  
Mentorship - the Power of Two





# Profile of mentors

Mentors: highest education		Mentors: most senior position		Mentors: years of experience of the 50% who own their own businesses	
Qualification	%	Position	%	Years	%
PhD/Masters	34%	CEO	15%	> 20	11%
Honors	22%	Director	21%	11 - 20	19%
Bachelors	20%	Executive	16%	6 - 10	27%
Diploma	10%	Sen Manager	19%	1 - 5	40%
		Manager	14%	None	2%



# Measured impact

	Exceeded expectation	Met expectation	Did not meet expectation	Total respondents
Quality of interpersonal relationships	47%	51%	2%	244
Effectiveness of platform	56%	40%	4%	250
Achievement of goals	32%	53%	15%	176
Likelihood of recommending NMM	79%	15%	6%	182

Out of the box thinking was new to me, but it has given me great tools to use for the future

I must indicate that the match was perfect. He understands my background, goals and where I want to be

It is a great platform for those starting up or those who would like to grow their businesses

NMM has been critical to the clarity of my vision, level of my thinking and the strategic direction of [business]....

# Discussion

## Opportunity:

- Let's give people the support and guidance from a mentor so that they can create a better chance in their own lives
- There are enough generous people willing to provide support and courageous ones willing to accept it
- Mentorship works, the NMM model has been proven and volunteer mentors make it most cost effective – a cost base of R 2m, just the current number of relationships amounts to R 15m of mentorship value at no cost to the beneficiaries
- What if we could take mentorship at scale across the nation and empower entrepreneurs, youth, women and students to become confident and successful individuals.... eg R 12m cost for R 200m mentorship value?

## Constraints:

- Mentors – need to mobilise thousands of volunteer mentors directly as well as through corporates and other organisations
- Funding – need to strengthen and expand the back office to deal with significantly more relationships

## Policy relevance:

- Cost effective and proven initiative that can help small and medium enterprises survive in the market so as to create employment, reduce poverty, and increase the country's economic growth.
- NMM is already supporting programmes involving the State, including the GCRA funded Da Vinci programme, the TBCSA funded programme working with the Department of Tourism and the Technology Innovation Agency programme to implement a mentorship platform in the innovation arena, and is exploring a partnership with the Innovation Hub.
- NMM lends itself to interventions which can increase sustainability, growth and transformation industry by industry, as it is already showing in the tourism and printing industries, and it has also been included in the Furniture Industry Master Plan.
- Mentorship could increase the impact of every single programme – “Mentorship – the Power of Two”.

**Thank you**

