



MSA LEAD

Leading Entrepreneurship
for African Development

MSA LEAD FELLOWSHIP



THE
WORLD
CLASS



William S. Reese
Chief Executive Officer
International Youth Foundation



At a time of unprecedented change and new challenges, the world needs fresh ideas, courage and audacity of our youth more than ever before.

Today's young social entrepreneurs offer not only breakthrough solutions, but a new worldview rooted in the values of fairness, equity, compassion and inclusivity.

While negative news stories may capture people's attention, it is the positive stories that motivate them to take action. The 2017 MSA LEAD Fellows offer such stories of hope and inspiration.

Among their innovations, these young founders and CEOs have created a mobile app that promotes and rewards volunteering, developed a waterless carwash micro-business model to spur job creation and launched a social enterprise to make private tutoring available to low-income populations.

These pioneering leaders join YouthActionNet's global network of more than 1,500 young social entrepreneurs across 92 countries.

Through connecting them to their peers across the globe and providing continuing education opportunities, we aim to support their journeys for a lifetime.

We extend our deep gratitude to Monash South Africa for their leadership and commitment to identifying, training and supporting these pioneering leaders.

MSA LEAD is one of 15 leadership initiatives now hosted on the campuses of institutions in the Laureate International Universities network.

We are immensely grateful to Laureate for their support and vision.

Our collective efforts are reflected in the 1.7 million lives impacted by YouthActionNet Fellows annually.



Professor Alwyn Louw
President and Academic President
Monash South Africa



Growing into the next industrial revolution, after extensive reflection on the challenges and opportunities of the information era, inevitably demands careful consideration about the relevance and appropriateness of entities and initiatives.

It is evident that the pace of change and the unpredictable nature of the new revolution demands a different attitude, perspective and set of skills.

Considering the fact that the education system changes progressively, it is evident that it will take some time before it can be expected to deliver the type of entrepreneurial or innovative capacity required in this era.

Programmes that aim to create an environment to develop people with these profiles are imperative in the era in which we live and will continue to grow in importance.

The MSA LEAD programme is focused on identifying energetic young people who have started on the road to entrepreneurship.

Through relevant support, development and monitoring, participants in the programme can excel in pursuing their vision.

MSA is committed to playing an active role in growing entrepreneurship and innovation potential in South Africa and the African continent.

The focus is to support a new generation of entrepreneurs to flourish as leaders in the socio-economic process of development.

The first programme of the previous cycle of this initiative focused on supporting the first group of candidates to grow their initiatives.

This was a great learning experience and led to the successful completion of a one year programme for the fellows. Embarking on the second programme, we are able to capitalize on the sound foundation established.

It presents an excellent opportunity to expand and grow the programme in both scale and impact.

It is with great appreciation that I thank everyone who formed part of the first programme and who will assist to launch the second initiative.

About MSA LEAD



About MONASH SOUTH AFRICA



About MSA LEAD

MSA launched MSA Lead in 2016; a fellowship programme for young social entrepreneurs between the ages of 16 and 29 years.

The programme is the result of a global partnership between MSA, Laureate International Universities and the International Youth Foundation (IYF).

The programme identifies and supports young social entrepreneurs from across South Africa while strengthening the youth social innovation sector as a whole.

The MSA LEAD programme annually recognises up to 10 youth-led projects that are positively impacting their communities.

Each of the winning projects receives US\$2 000 (approximately R28, 000) to support their work.

Fellows also participate in advanced training during a weeklong workshop, covering topics such as leadership development, project management and storytelling.

About MONASH SOUTH AFRICA

The impressive, state of the art MSA campus in Johannesburg is dedicated to support South Africa and the continent to meet its diverse economic and educational needs by producing graduates who are globally minded and ready to make an impact.

MSA has two academic faculties, The Faculty of Business, Engineering and Technology and The Faculty of Social and Health Sciences, as well as a one-year pathway Foundation Programme that provides the option of articulating into the MSA undergraduate degrees.

Founded by Monash University, MSA became the first institution in Sub-Saharan Africa to join the Laureate International Universities network in 2013, which has a presence in 25 countries, serving over 1,000,000 students globally across more than 70 institutions and online.

To learn more, visit www.msa.ac.za



About LAUREATE INTERNATIONAL UNIVERSITIES



LAUREATE
INTERNATIONAL
UNIVERSITIES

Laureate Education, Inc. is the largest global network of degree-granting higher education institutions.

Laureate institution offers high-quality, career-oriented undergraduate, postgraduate and specialised programmes in a wide range of disciplines including degrees in business, medicine, engineering, design, education, law, hospitality management and dozens of other fields.

Laureate believes society is best served when its students, faculty and entire network use their collective skills and experiences to create positive and enduring change.

This commitment is best expressed through the company's philosophy of being **'Here for Good'** and is represented by its status as a certified B Corporation® and conversion in 2015 to a U.S. Public Benefit Corporation, a new class of corporation committed to creating a positive impact on society.

To learn more, visit www.laureate.net

HERE
FOR
GOOD

About the INTERNATIONAL YOUTH FOUNDATION



The International Youth Foundation (IYF) invests in the extraordinary potential of young people.

Founded in 1990, IYF builds and maintains a worldwide community of businesses, governments and civil society organisations committed to empowering youth to be healthy, productive and engaged citizens.

IYF programmes are catalysts of change that help young people obtain a quality education, gain employability skills, make healthy choices and improve their communities.

To learn more, visit www.iyfnet.org





About YouthActionNet

An initiative of the IYF, YouthActionNet pursues a bold mission:

To strengthen and expand the impact of youth-led social ventures around the globe.



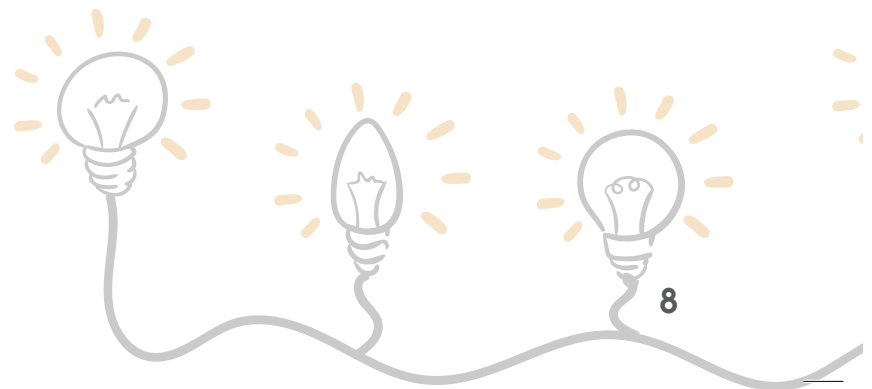
An initiative of the IYF, YouthActionNet pursues a bold mission: to strengthen and expand the impact of youth-led social ventures around the globe.

Over 16 years, they have created one of the world's largest networks of young social entrepreneurs comprising over 1,500 young leaders in 92 countries.

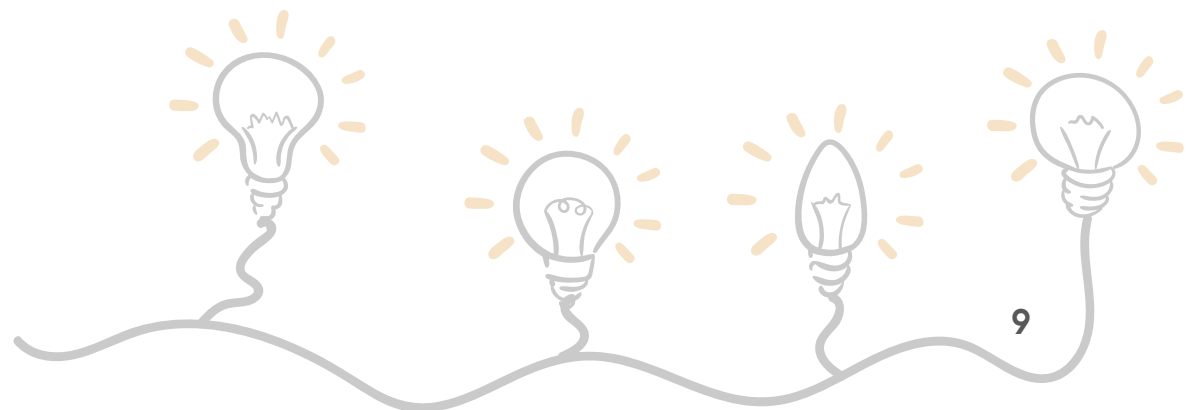
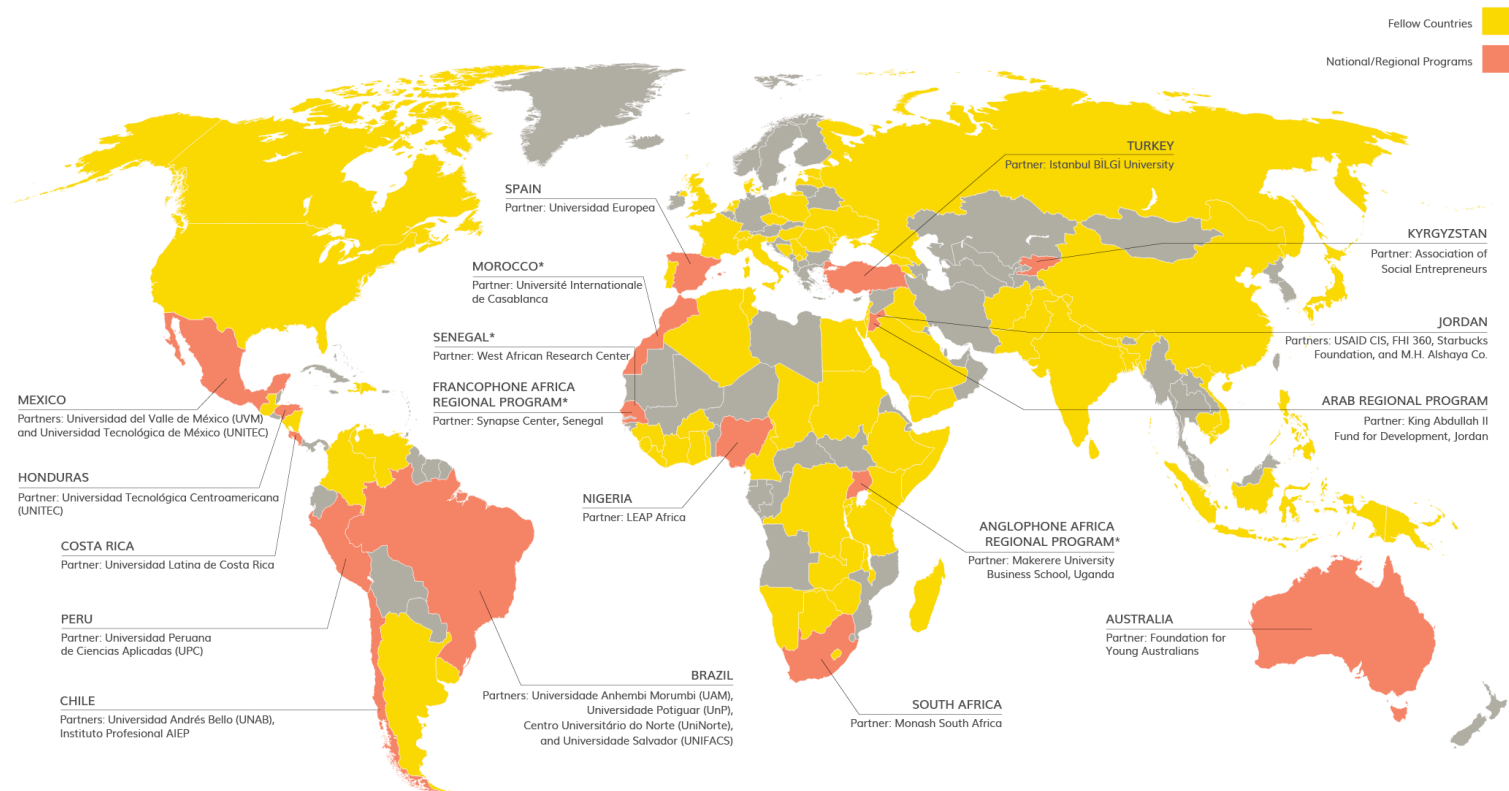
From using bicycles to empower low-income youth with job skills to leveraging the power of technology to prevent the spread of disease.

YouthActionNet Fellows have pioneered innovative solutions to some of the world's toughest challenges.

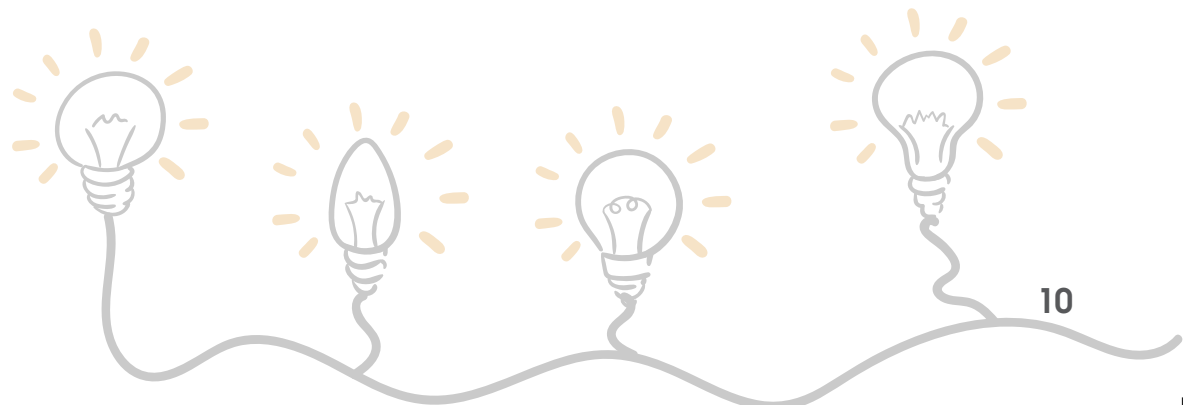
To learn more, visit www.youthactionnet.org



Membership in a Global Network



MSA LEAD is also a member of the YouthActionNet® global network, a signature International Youth Foundation initiative. Since 2006, YouthActionNet® has created a global network of national and regional youth leadership institutes of which MSA LEAD is one. Today, that network spans across 23 institutions from Australia to Spain, Brazil to Nigeria.







Spotlight on Youth

#Singabantu MSA LEAD Alumni's Short Film Wins International United Nations Award

Singabantu directly translates from isiXhosa to "We are human". This short film, which focuses on Afrophobia awareness, was recently shortlisted in the Top 60 of 320 worldwide entries by PLURAL +, a youth festival on Migration run by the United Nations Alliance of Civilizations.

The film was made by Sophie Kanza, 2016 MSA LEAD alumna, of the Sophie Kanza Foundation. The short film was shot in the remains of a house which burnt down during a now infamous service delivery protest in Rosettenville, Johannesburg; an event that would be a catalyst for a nationwide wave of Afrophobic attacks.

The film stars a diverse group of African immigrant youths from Zimbabwe, Zambia, DRC and Malawi living in South Africa, who share the difficulties each of them face being 'foreigners' in South Africa. The film explores different, often harmful stereotypes attached to the home countries of the interviewees and encourages a call for unity, love and tolerance.

Sophie Kanza and her sister Louise Kanza moved to South Africa from the DRC as asylum seekers, witnessing hardships firsthand as a family who often had to rely on the goodwill of others. Their experiences encouraged them to start the Sophie Kanza Foundation as a way of paying good deeds forward.

The Sophie Kanza Foundation aims to unite people from different backgrounds for a common goal of working together, using pan-Africanism to spread love, tolerance and help those most in need.

The Foundation acts as the 'middle-man' between organisations and sponsors. They also recruit volunteers for different projects and are always looking for like-minded partners.

Please contact Sophie at sophiekanzafoundation@gmail.com



Sophie Kanza
Founder of the Sophie Kanza
Foundation



“Show Time not only encourages children to live lives of purpose and passion, but to live selflessly and add value to their communities.”

Innocentia Mthembu

2016 MSA LEAD Fellow Selected as a Laureate Global Fellow for 2017

2016 MSA LEAD Fellow, 29-year-old Innocentia Mthembu, went on to be selected as one of only 20 Laureate Global Fellows in 2017. This prestigious fellowship believes that youth have a powerful role to play in achieving the UN's Sustainable Development Goals.

The selected fellows are leading grassroots efforts to advance gender equality, responsible consumption, climate action, food security and other urgent global goals. Their innovative approaches offer both inspiration and results-based solutions.

Boldly pursuing creative solutions and mobilizing peers to join them, these 20 young leaders represent the resilient spirit of youth worldwide who are answering the call of global challenges by starting with change at the grassroots.

Innocentia launched the Show Time Film Club to help disadvantaged children and youth discover their potential through gaining video production, storytelling and citizenship skills.

Show Time also provides a wholesome extracurricular experience for young people with few positive role models. By engaging actively with their communities, participants develop greater empathy, enhanced self-esteem, and citizenship skills.

Innocentia says, **“Show Time not only encourages children to live lives of purpose and passion, but to live selflessly and add value to their communities.”**

In 2016, Show Time benefited more than 120 students.

Contact Innocentia at inzomusiq@gmail.com



Innocentia Mthembu
2016 MSA LEAD Fellow Selected as a
Laureate Global Fellow for 2017



MSA LEAD FELLOWS 2017



David Shields

David Shields is the Co-founder of GEM (Going the Extra Mile), a mobile tool which measures and rewards 'do-good' behaviour in low-income communities across South Africa.

The platform uses technology to help inform underprivileged community members of volunteering opportunities nearby.

Listed activities include tutoring learners, feeding the homeless, helping abandoned animals, community clean-ups and recycling.

In return for their participation, users are rewarded 'GEMs', a currency which they can spend on data, airtime, pre-paid electricity, groceries and movie tickets.



Neo Motsatse

At just 17 years of age, Neo Motsatse is a talented young violinist who is passionate about serving her community.

As a teenager and a girl child, Neo went through psychological pressures which inspired her to start her own initiative called Girl Power South Africa (GPSA).

Girl Power encourages, motivates and inspires girls globally in their personal and professional lives. GPSA's focus is on education, health, economic empowerment and advocacy.



Aphelele Gumede

28 year old Aphelele Gumede is the Co-founder of Hope4all.

Hope4all works in rural areas and advocates for the empowerment of previously disadvantaged people, which includes children, women, disabled people and members of the LGBTIQ community, with a focus on health education.

Through a holistic approach; using drama, visual effects and storytelling, Gumede educates to help the prevention and management of the HIV virus.

She facilitates training on topics related to HIV, such as sexual reproductive health rights, gender based violence and substance abuse.



MSA LEAD FELLOWS 2017



Terry Mathebula

29 year old Terry Mathebula is the Soweto born Co-founder of Hustlenomics.

Hustlenomics helps families in and around townships by identifying low income homes with backyard shacks that could be removed and replaced to become functional living spaces.

Their aim is to provide better homes while creating a sustainable income by also providing employment to the skilled and unskilled youths of the community.



Nompilo Mkhize

23 year old Nompilo Mkhize is the Founder of Power of Pen & Paper (PPP).

The Power of Pen & Paper is a creative writing competition that showcases the ability of learners to express their views and feelings on certain issues by writing them down and reflecting.

Learners are given topics to choose from, encouraging them to expand their minds and broaden their thinking capabilities.

These topics vary from personal aspirations to socio-economic issues and solutions.



Kgaugelo Maripane

29 year old Kgaugelo Maripane is the Co-founder of Business in a Bag (BIAB), a company which sells 'micro businesses' in bags.

The bag contains training and supporting manuals, a tablet, waterless detergents and advertising material to start a Car Wash Business.

Business in a Bag is a re-invention of the team's Campus Car Wash Business, where they realised that the model could be scaled to assist in job creation for unemployed and low income workers.



MSA LEAD FELLOWS 2017



Kumbewe Liwewe

22 year old Kumbewe Liwewe is the founder of Let's Grow Together.

Let's Grow Together helps to uplift students from low income households, particularly those under financial strain, who are pursuing qualifications in higher education.

Let's Grow Together offers these students food and essential items at a lower or similar price to market price by working in cooperation with various stakeholders and businesses in the area.



Vimbai Butawu

23 year old Vimbai Butawu is the Founder of Thusanang.

Thusanang's vision is to combine education and talent together for young learners through sports, culture and creative arts.

The aim of the programme is to work with primary and high school learners from disadvantaged areas and help them to explore their talents outside their in-class activities.

The programme volunteers work to help the young learners who often do not have access to after school programmes.



Ramadimetja Makgeru

23 year old Ramadimetja Makgeru, is the Founder of Changeholic, a tutoring company dedicated to assisting learners who need academic help in Limpopo.

Changeholic helps to create income for part-time tutors, while helping learners to reach their potential.

Makgeru offers workbooks for Accounting, Economics and Mathematics at very low prices to assist children from disadvantaged households who can't afford additional academic support.



Michelle Fok

Michelle is the co-founder of Jazi Circus School, an organisation with a vision of creating a platform to promote contemporary circus arts across Africa.

Jazi Circus School is a project developed by Art of Synergy, based on the successes of previous profitable programmes that the company runs.

Fok seeks to identify and develop young talents through circus arts in Johannesburg through the Jazi Circus School.

The programme is dedicated to community empowerment and youth development and seeks to make circus arts education accessible to youth from disadvantaged backgrounds.





MSA LEADING in Social Entrepreneurship Research

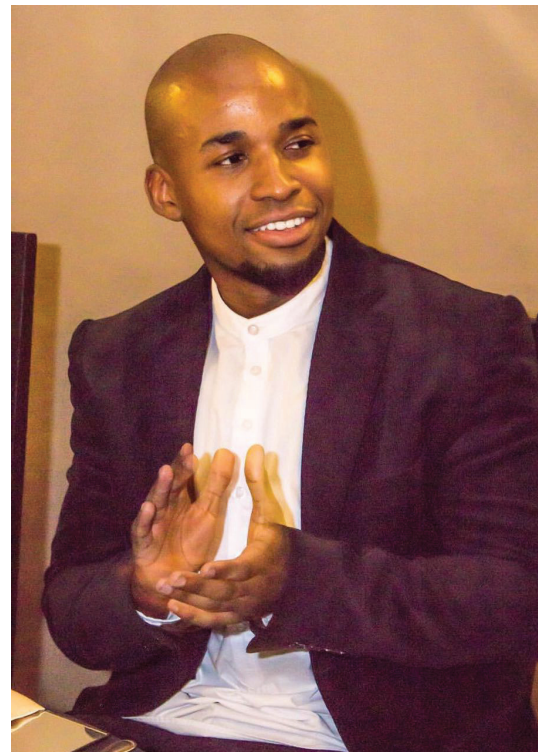
Tsholofelo Setati

Student Researcher Tsholofelo Setati shares his research into social entrepreneurship in South Africa. Setati's research thesis is titled: *"The Role Played by Level of Education, Support Systems and Personal Characteristics on Entrepreneurial Success of Selected Youth Social Entrepreneurs in South Africa"*, which drew data from the MSA LEAD programme.

Setati investigated how the characteristics possessed by social entrepreneurial youths affect the entrepreneur's overall success. The study concluded that these areas do in fact work together to create opportunities to learn and for venture growth.

Setati's study argues that youth social entrepreneurs pursue these opportunities in order to increase social venture performance.

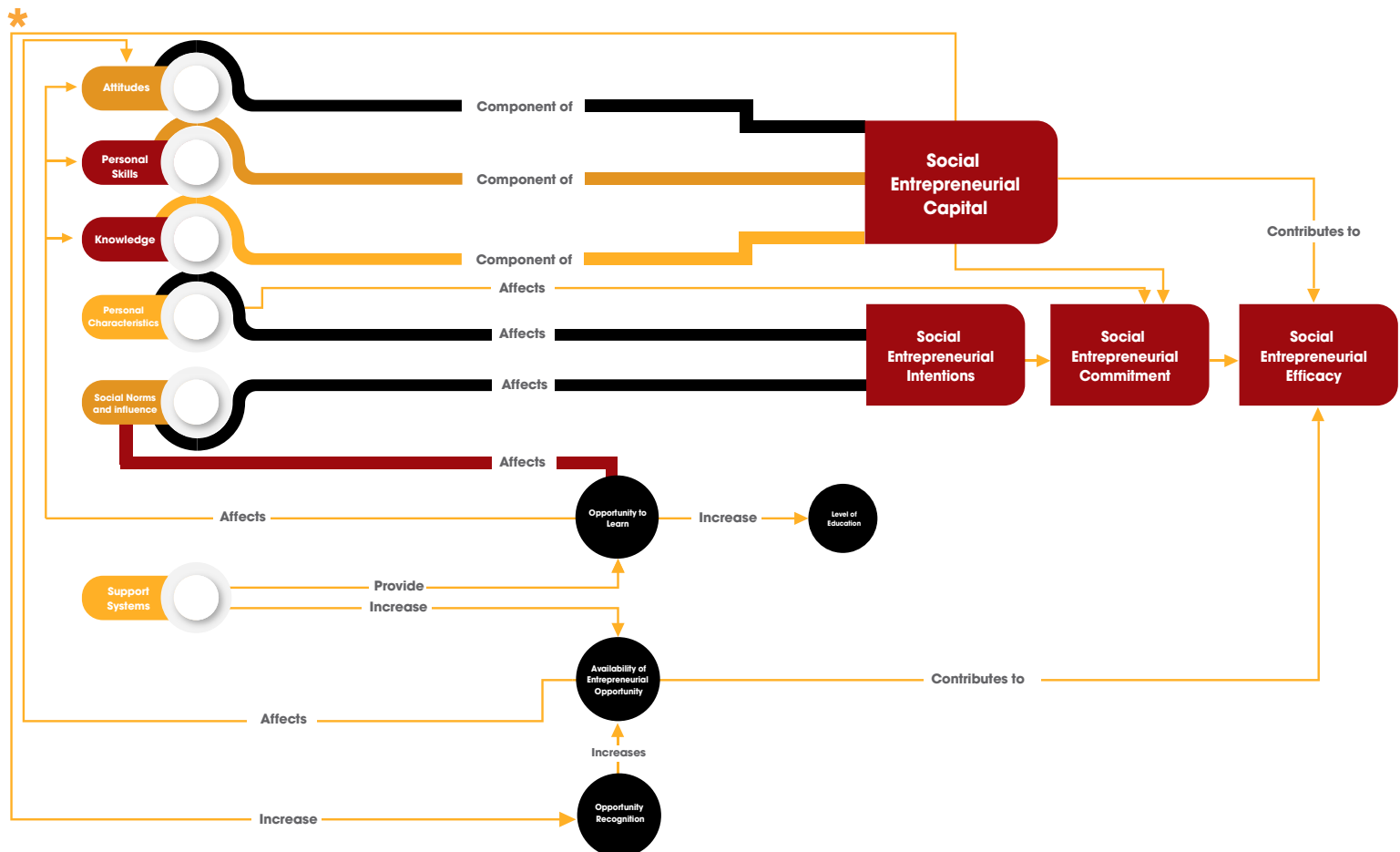
Setati's visual representation shows his conceptualization of how these characteristics affect social entrepreneurial intentions, commitment and success.

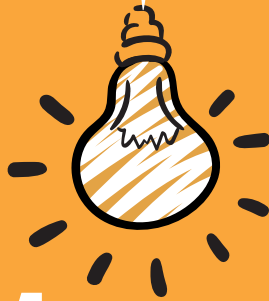


Tsholofelo Setati

is a Monash South Africa graduate. He completed his Bachelor's degree in Economics in 2016 and his Honours degree in Management in 2017.

* Setai's visual representation shows his conceptualization of how these characteristics affect social entrepreneurial intentions, commitment and success.





M

SA LEADING in Social Entrepreneurship Research

1. Social Entrepreneurial Intentions

Social entrepreneurial intentions are simply one's aspirations to become a social entrepreneur.

A variety of factors that determine intentions have been researched, including education, personality and gender.

It has been discovered that the intentions to become a social entrepreneur are nurtured by one's own personal attributes as well the influence and pressures of one's external environment.

The themes revealed were achievement orientation, empathy, morals, sociability and cognitive ability. The identified support systems were mentorship, family, networks, peers, business incubation and events.

The opportunity to act does not affect social entrepreneurial intentions but the opportunity to learn does. The opportunity to learn, formally or informally, from schools, culture, family and social networks increases exposure to social norms and pressure.

This together with personal characteristics affect social entrepreneurial intentions.

2. Social Entrepreneurial Commitment

Social entrepreneurial commitment is the level of effort applied towards founding a venture.

The size of commitment is determined by one's desire to be an entrepreneur compared to what it takes to be a successful entrepreneur.

For a social entrepreneur to be committed to creating social change they would be required to believe that change will make a positive difference and the individual will persevere through difficulties brought on by those actions.

Setati adds that **"the social entrepreneur requires the will to make a difference, the relevant social entrepreneurship commitment to believe they can create that difference, as well as the determination to keep going and the cognitive ability to problem solve."**



“The social entrepreneur requires the will to make a difference, the relevant social entrepreneurship commitment to believe they can create that difference, as well as the determination to keep going and the cognitive ability to problem solve”

Tsholofelo Setati



3. Social Entrepreneurial Efficacy

Social entrepreneurial efficacy is the operating of a social entrepreneurial venture at a profit for one year.

Profits for a social entrepreneur are measured in both fulfilment of a societal need and social value creation.

How a social entrepreneur moved from commitment to efficacy, according to Setati's data, was largely attributed to an increase in social entrepreneurial commitment and the capitalizing of social entrepreneurial opportunities.

This is because commitment increases social entrepreneurial ability, competence and opportunity recognition.

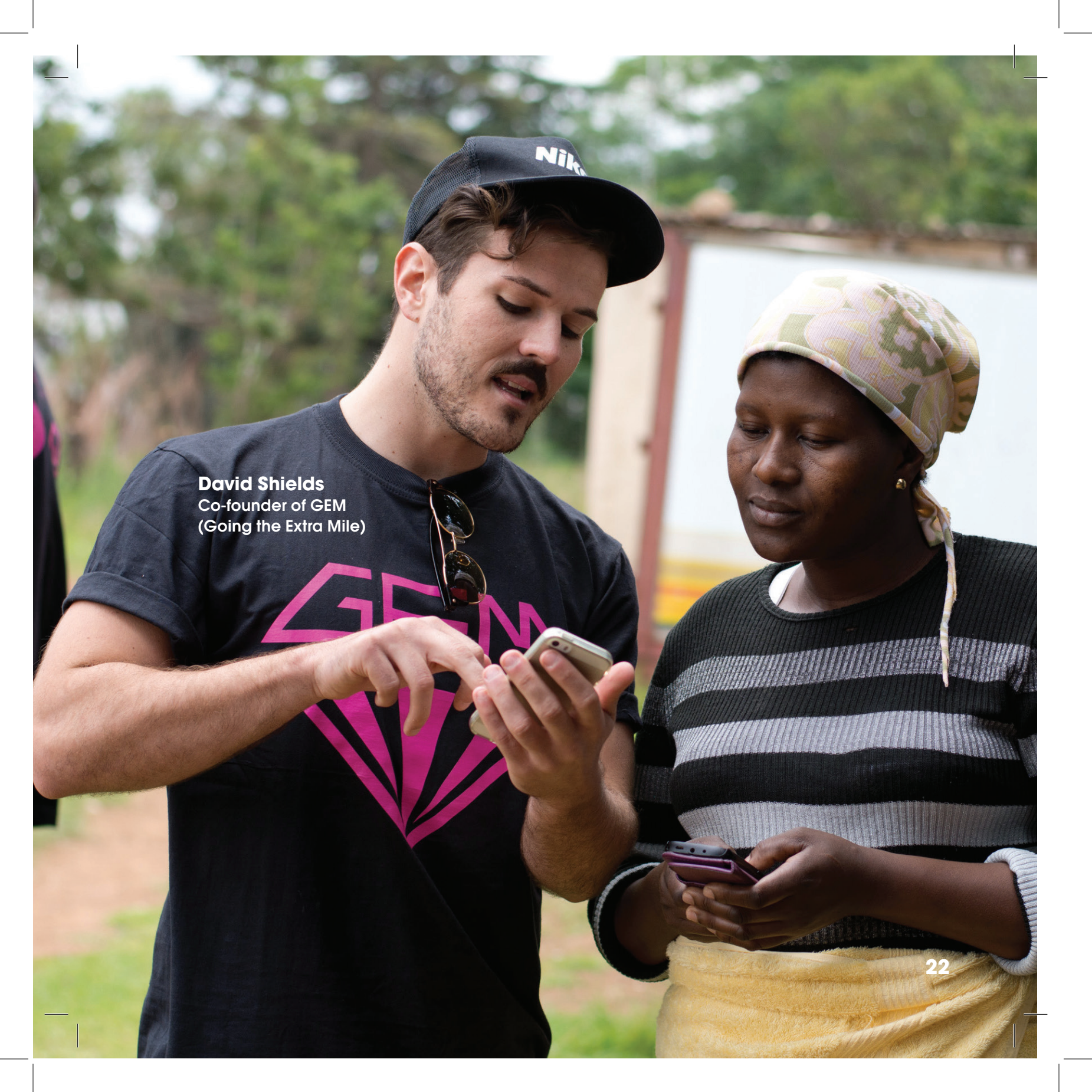
Increased opportunity recognition increases the number of social entrepreneurial opportunities, which then increase the chances for increased social venture performance.

Social entrepreneurial opportunities also increase opportunities to learn which, when capitalized on, increase social entrepreneurship commitment and goes on to increase opportunity recognition.

The process repeats for as long as the social entrepreneur stays committed.

Sources

Fayolle, A., Basso, O., & Tornikoski, E. T. (2011). 10 Entrepreneurial commitment and new venture creation: a conceptual exploration. Handbook of research on new venture creation, 160. Fayolle, A., & Liñán, F. (2014). The future of research on entrepreneurial intentions. Journal of Business Research, 67(5), 663-666. Santos, F. M. (2012). A positive theory of social entrepreneurship. Journal of business ethics, 111(3), 335-351. Zahra, S. A., Gedajlovic, E., Neubaum, D. O., & Shulman, J. M. (2009). A typology of social entrepreneurs: Motives, search processes and ethical challenges. Journal of business venturing, 24(5), 519-532.

A photograph of David Shields, co-founder of GEM, interacting with a woman outdoors. David is wearing a black Nike cap and a black t-shirt with a large pink 'GEM' logo. He is pointing at a smartphone held by the woman. The woman is wearing a patterned headscarf and a black and white striped sweater. They are standing in front of a white building with a red door. The background is slightly blurred, showing greenery and trees.

David Shields
Co-founder of GEM
(Going the Extra Mile)

A photograph of two men, Kumbewe Liwewe and another man, standing in a greenhouse. They are surrounded by large, green, leafy plants, likely cabbages. The man on the left is wearing a dark jacket and has a beard. The man on the right is wearing a dark puffer jacket. The greenhouse has a translucent plastic covering and a metal frame. The lighting is bright, suggesting natural light from the greenhouse's opening.

Kumbewe Liwewe
Founder of Let's Grow Together

Contact Us

Bronwyn Dugtig

Head of Community Engagement
at Monash South Africa

National Director for YouthActionNet

msalead@monash.edu

+27 83 577 4690

msalead.msa.ac.za

