



# Impact Report

2023-2025



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# At a Glance



65%

Women Entrepreneurs



19%

Youth Entrepreneurs

651

Jobs Created

37%

Avg. Combined  
Revenue Growth

# Overview

This impact report reflects feedback from 133 entrepreneurs who participated in the Silulo Foundation programmes across Cohorts 1–7. The data shows a predominantly female-led, growing and highly satisfied community of business owners who are beginning to see real changes in their business performance, confidence and community impact.

Most of the entrepreneurs are women ( $\approx 65\%$ ), and while only about 1 in 5 are youth ( $\leq 35$ ), the cohort spans a wide range of ages and stages. In terms of business maturity, around 35% of businesses have been operating for more than 5 years, while 23% are 0–1 year old, showing that the Foundation supports both emerging and more established enterprises. At the time of the report, roughly 81% of businesses were trading, and around 48% had already expanded (new locations, products or services), with a further 19% in the process of expanding.

Financially, the programme is associated with a clear uplift in revenue. Combined monthly revenue across participating businesses increased from about R3.6 million before the programme to roughly R4.8 million after, a total rise of around R1.32 million per month – equivalent to  $\pm 37\%$  group-level growth. On average, this translates to just under R10,000 more revenue per business per month.

In terms of employment, entrepreneurs report around 650 jobs supported (including permanent and part-time/internship roles), with women holding just over two in five of these positions ( $\approx 44\%$ ).

The programme also appears to be strengthening entrepreneurs' capabilities and confidence. The most frequently cited skills developed include financial management, marketing and sales, business planning and strategy, operations, and compliance.

Many participants have adopted new tools and systems, and improved business processes/SOPs. Confidence in running their businesses is very high: 86% rate their confidence as 4 or 5 out of 5, and overall satisfaction is exceptionally strong, with an average recommendation rating of 9.6/10 and more than 80% scoring the programme 10/10.

Entrepreneurs also acknowledge broad support from Silulo's ecosystem partners. The most frequently mentioned partners include UWC, Youth@work, ESSA and Astron, among others. Across all participants, the total value of support (funding, equipment, software, facilities and mentorship) is approximately R39 million, with a typical (median) beneficiary receiving around R25,000 in value. At the same time, about 56% of entrepreneurs have taken part in at least one additional programme recommended by the Foundation, strengthening their access to skills and opportunities.

Community-level impact is emerging clearly. Entrepreneurs report they are contributing through job creation, increased access to services, youth empowerment, and skills and education in their communities. Around two-thirds (67%) say their customer base has grown since joining, and over half (56%) describe their business phase as "Growing", with additional groups identifying as "Early Stage", "Expanding" or "Thriving". Collaboration among entrepreneurs is developing but still has room to grow, with just over 4 in 10 having collaborated with other Silulo entrepreneurs so far.

Overall, the data suggests that the Silulo Foundation is successfully helping entrepreneurs to formalise and stabilise their businesses, grow revenue and customers, adopt modern tools and skills, and begin to deliver tangible social and economic value in their communities.

# Our Entrepreneur Demographics

The demographic profile of entrepreneurs across past and current cohorts aligns closely with South Africa's transformation and inclusion priorities, particularly the empowerment of women and youth.

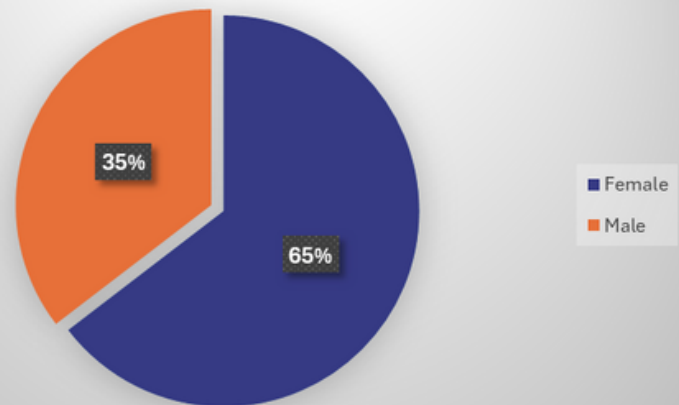
Women represent the majority of participants 65%, compared to 35% men, underscoring the Silulo Foundation Entrepreneurship Programme's significant contribution to advancing female entrepreneurship. Youth participation (defined as 40 years and younger as per Silulo & Astron partnership) accounts for 19% of the total 133 entrepreneurs, with an almost equal representation of men and women within this group.

Overall, the programme demonstrates clear alignment with national objectives on gender equity and youth economic inclusion

## 1

### Business Ownership by Gender

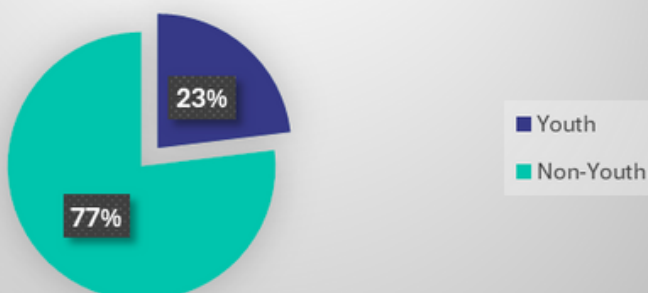
Female vs Male Owned Businesses



## 2

### Business Ownership by Youth

Youth owned businesses vs Non-Youth owned businesses



## 3

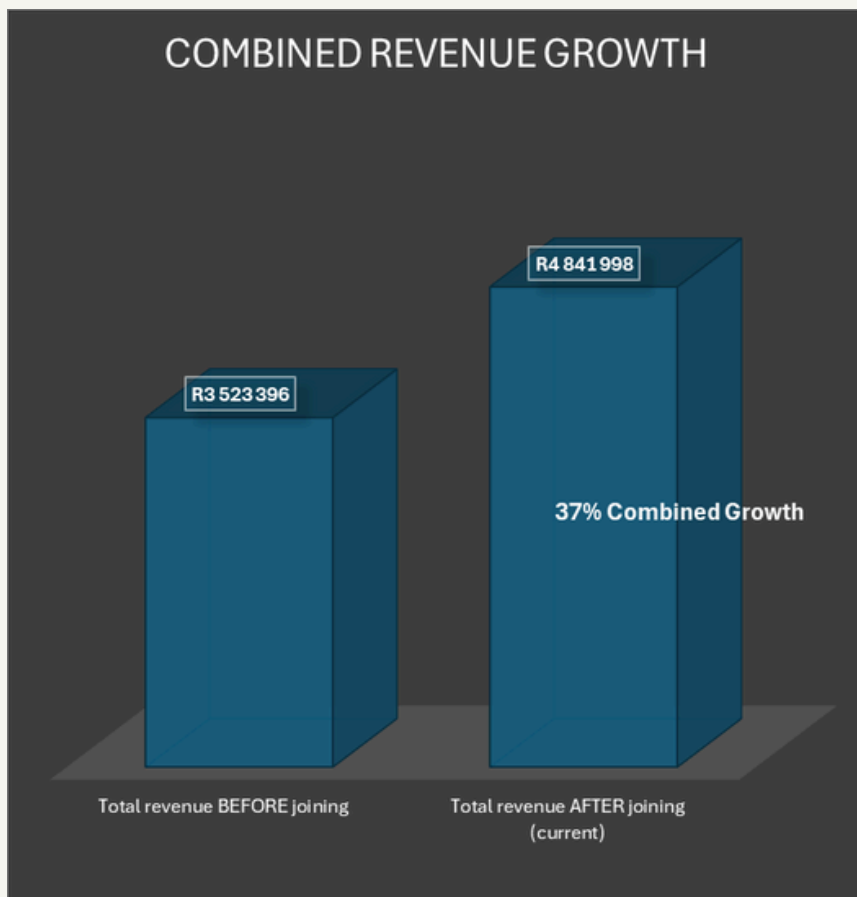
### Business Age

The business age comprises a mix of start-ups and mature enterprises. About 35% have operated for more than 5 years, while roughly 23% are in the startup phase (0-1 year). The rest are spread fairly evenly across 1-5 years. The programme is serving businesses across different stages of maturity.

# Entrepreneurship Programme - Monthly Revenue Growth

## COMBINED MONTHLY REVENUE

2023-2025



# 37%

Combined Monthly  
Revenue Growth on  
Average

# R4.8 M

Total Monthly Revenue  
Generated

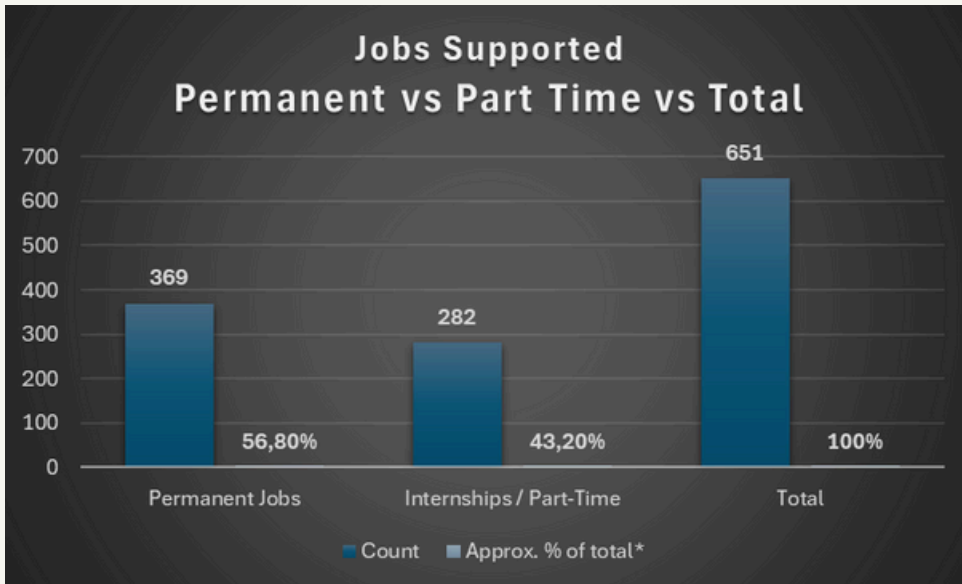
The entrepreneurs who participated in the programme have delivered strong overall results. Combined reported **monthly revenue increased by approximately 37%**, rising from around **R3.6 million to about R4.8 million (by date of reporting)**, showing that this is not just a learning journey, but a real driver of income growth in township businesses. This uplift is spread across businesses at different stages – from early-stage start-ups to more established traders – and is supported by improvements in core areas such as financial management, marketing, operations, and the use of tools and systems.

When viewed alongside the 650 jobs supported or created and the overwhelmingly positive programme ratings, the revenue growth confirms that the Silulo Entrepreneurship Programme is translating training and mentorship into measurable socio-economic impact.

# Entrepreneurship Programme - Job Creation

## JOB CREATED/SUPPORTED BY ENTREPRENEURS

Permanent vs Part Time vs Total



651  
Jobs Created

57%  
Permanent Jobs

A core objective of the entrepreneurship programme is to drive local economic growth through job creation in township communities. Over the past 2.5 years, 133 entrepreneurs have collectively created at least **651 jobs**.

Of these roles, 57% are permanent positions, while approximately 43% are internships or part-time roles. This reflects a strong focus on sustainable, long-term employment, alongside the creation of entry-level opportunities that support skills development and future workforce growth.

# 81%

From 133 entrepreneurs  
still operational and  
trading

# 9.6

Average Programme  
Rating out of 10

# 58

Out of 133 says the  
biggest community  
impact their business'  
made was job creation

# 89%

Of the 133 entrepreneurs  
highlighted bootcamps &  
training sessions the most  
valuable part of programme

At the time of reporting, **81% (4 in 5) of the 133 supported businesses are currently operational**, while 19% are not. The programme supports a balanced mix of business maturity stages, with 14% of participants operating start-up businesses aged between 0 and 1 year, alongside more established enterprises.

The Programme's impact extends beyond individual businesses into surrounding communities. Job creation was the most frequently cited by entrepreneurs as the main socio-economic impact their business' derived, followed by broader community benefits, such as improved access to services and skills development. Only a small number of respondents reported no visible impact to date. In terms of programme value, **89% of respondents identified bootcamps and training sessions as the most valuable elements**, reinforcing the importance of structured skills development in driving entrepreneur success.

# Funding & Support: Distribution, Gaps & Insights

The total value of support recorded across the entrepreneur cohort amounts to **R38,951,608**, reflecting a substantial investment over the reporting period. This figure represents the **quantified value of support** captured in the data, including direct funding, equipment, software, access to facilities, mentorship, and expert-led training and guidance.

**The distribution of recorded support value** is uneven across participants. Just over half of the entrepreneurs (**54%**) show no direct monetary value captured in this category. Approximately **23% received support valued at up to R25,000**, a further **16% received between R25,001 and R100,000**, and around **7% benefited from combined support exceeding R100,000**.

These patterns highlight several important considerations.

Firstly, they point to the importance of **clear, transparent, and well-communicated** allocation mechanisms for funding, equipment, and other forms of support, to ensure equity and alignment with business readiness and need.

Secondly, the data underscores the need for **more consistent tracking and valuation of support**. It is likely that many entrepreneurs—particularly those in Dunoon—did not assign monetary values to “in-kind” support such as free programme enrolment, bootcamps, student consultancy, and expert mentoring. As a result, the category labelled “no monetary value recorded” may understate the true level of support received.

Despite these limitations, the data provides a valuable signal: support is not evenly distributed, and this should actively inform future programme design, funding strategies, and monitoring processes to ensure both equitable support and a more complete reflection of the programme’s true impact.

In addition, entrepreneurs clearly articulate their **future support needs**. The most significant gap identified is **access to funding and finance**, followed by the **need for equipment and operational resources**. Demand for coaching, mentorship, and skills-based training remains strong, while a smaller but notable group highlights the importance of **marketing support and improved market access** to enable sustainable growth and scale.

# Partner Contributions & Ecosystem Support

Entrepreneurs received direct and in-kind support through a diverse ecosystem of academic institutions, corporates, government entities, and social enterprise partner



UNIVERSITY of the  
WESTERN CAPE



ASTRON ENERGY  
DEVELOPMENT  
FUND



Western Cape  
Government  
FOR YOU



SE DFA



youth



absa



RLABS  
MAKING HOPE CONTAGIOUS



AVUKE  
A Truly Strategic Compliance Partner



Entrepreneurs'  
Organization



iSIVIVANA  
Centre

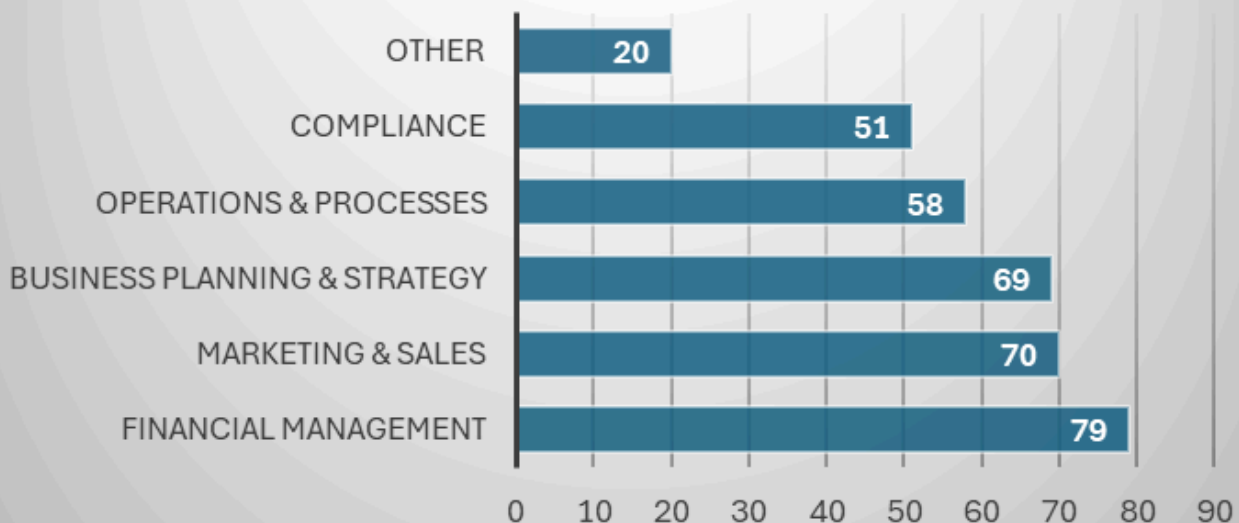


# Entrepreneurship Programme - Skills Development

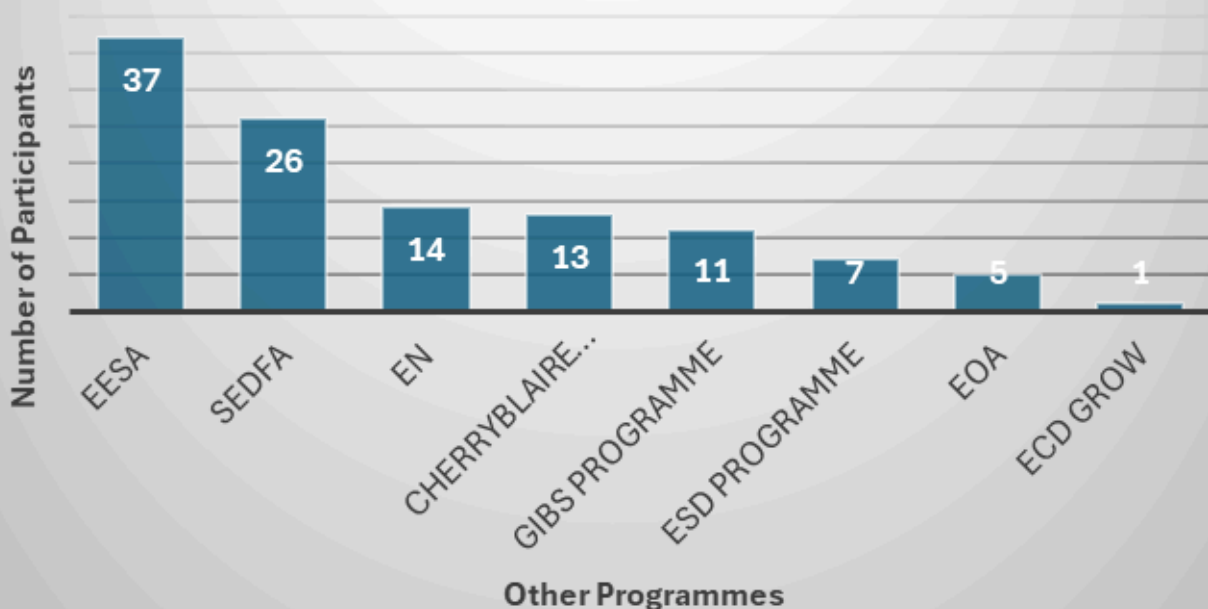
The 10-month programme builds and strengthens core entrepreneurial skills, with intensive 10-week bootcamps led by industry experts. Participants cited financial management, marketing and sales, and business planning as the key skills gained, supported by strong learning in operations and compliance.

Beyond the core programme, 56% of entrepreneurs between 2023 and mid-2025 participated in at least one additional skills initiative. Of these 75 participants, the most accessed programmes were EESA (49%), SEDFA (35%), and EN/Cherryblaire (approximately 18–17%

## Key Skills Developed



## Other Programme Participation



# In Conclusion

The findings of this impact report indicate a strong and positive trajectory for entrepreneurs supported by the Silulo Foundation. The majority of businesses remain operational and are progressing through key growth phases, with many entrepreneurs reporting job creation, expanded services, and increased visibility within their markets. Confidence and satisfaction levels are consistently high, reflecting the effectiveness of the programme. Participants repeatedly identify the bootcamps, training, mentorship, and sense of community as the programme's core strengths and primary drivers of value.

At the same time, the data highlights several ongoing constraints and opportunities to deepen impact.

**Financial barriers** remain significant, with funding and access to finance continuing to feature as the most pressing future need, despite the substantial support already provided. **Time constraints, attendance challenges, and personal circumstances**—particularly among early-stage and youth entrepreneurs—can affect participation and follow-through. **Collaboration between peers** is also underdeveloped, with similar proportions of entrepreneurs reporting active collaboration and limited or no collaboration to date. This points to an opportunity to introduce more structured peer-to-peer initiatives, referral networks, or joint ventures, acknowledging existing cultural and economic considerations.

Finally, while community impact is evident, it is often described in broad terms, highlighting an opportunity to strengthen the tracking of job creation, youth engagement, and access-to-services metrics in future reporting cycles



# Next steps

Based on this, the data suggests a few practical directions:

1. Deepen support for financial readiness and access to capital.
2. Continue strengthening financial management training, while also building clearer pathways to grants, loans and blended-finance instruments, especially for growth-ready businesses.
3. Leverage tools and digital adoption.
4. Entrepreneurs are already using AI and Canva; the Foundation can build on this momentum with more focused training on digital marketing, CRM, and e-commerce, linking tools directly to revenue and customer growth outcomes.
5. Intentionally design collaboration.
6. Since roughly half have not yet collaborated, intentional mechanisms (e.g. sector-based clusters, referral circles, supplier-buyer match-ups) could convert the Silulo community into a more active business network.
7. Segment support by business phase and age.
8. With a mix of early-stage and mature businesses, and a smaller but important youth segment, there is value in tailoring some interventions: lighter “starter packs” for new and youth-led ventures, and more advanced scaling support for older, growth-ready businesses.
9. Strengthen impact tracking.
10. Entrepreneurs are already creating jobs, skills and services for their communities. Standardising how jobs, youth reached, and social outcomes are reported will make future impact stories even more powerful and credible.

## IN SUMMARY

The Impact Report confirms that the Silulo Foundation is building a highly engaged, mostly female-led entrepreneurial community that is growing, modernising and becoming more resilient. With targeted enhancements around funding access, collaboration, digital tools and differentiated support, the Foundation is well positioned to deepen and scale its impact in the years ahead.

**“Entrepreneurship  
is not just about  
building businesses  
— it’s about  
creating  
opportunity,  
dignity, and lasting  
impact in our  
communities”**