



The Zazida Institute of Entrepreneurship was established by Vincent Joyner in February 2011 after extensive research in High-Growth Entrepreneurship development and in-the-field experience of post-secondary education. Zazida's mission is to develop young adults (20/35 years old) into high growth entrepreneurial leaders that will create jobs and help reduce poverty and unemployment in South Africa. Through its tailor-made programmes, Zazida ensures that budding South African entrepreneurs build youth-owned enterprises that are successful and sustainable in the long-term.

At the base, Zazida is non-profit within a self-sustaining business model, comprising revenue generating activities.

There are two Certificate programmes in Entrepreneurship offered in 2012;

- Full-time (day time)
- Part-time (evening/weekend) programmes

The full-time Certificate in Entrepreneurship is aimed typically at youth over 20 years of age. It incorporates the usual business theory/knowledge component as well as the practical skills of an entrepreneur. To this end, the students of Zazida launch, manage and operate a real business. For example a low-cost website design company was launched at the end of October 2011. The website design company is aimed at start-up entrepreneurs requiring a simple presence online for just R999. The company provides not only the platform for valuable work and start-up experience but also a source of funds to pay for the operations of the Institute.

The part-time Certificate in Entrepreneurship will focus on early stage start-ups or imminent entrepreneurs that are seeking a deeper grounding in business management knowledge to apply in their businesses. So far, the typical entrepreneur profile would be 25 to 35 years old.

Further, Zazida conducts Seminars and Workshops on various topics that are geared to develop skills of both start-up and existing entrepreneurs to ensure commercial success in their businesses. The Seminars are meant to generate income to subsidize the core programmes of the Institute. Examples of seminars/talks/ workshops are:

- Start-up Success Secrets
- How to start a business without cash
- Personal Financial Management for entrepreneurs
- Zazida Entrepreneur Support Club

For more information about the Institute's programmes, seminars and events visit our website on www.zazida.org or call +27(0)81 403 14 96.