



# **GREAT NORTH BUSINESS INCUBATOR**

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## **COMPANY PROFILE**

192-515 NPO

REG 2013/158285/08

PBO 930056433



# GNBI COMPANY PROFILE

The Great North Business Incubator (GNBI) was conceived as an economic engine to advance the successful development of entrepreneurial companies through a basketful of business support resources and services mainly through low cost shared space, resources and professional services.

Great North Business Incubator(GNBI) thrives to help historically marginalised communities to start business ventures that will graduate from the program and be sustainable contributors to the Sub Saharan Africa, National, provincial and local economic development.

Great North Business Incubator (GNBI) provides training, business incubation and consulting services for government departments, local government, youth, NGO and CBOs, Religious organizations, Education, Community, Academia, Mining, Journalism, Politics, Health, Natural and environment, Arts, Culture and Tourism and Business sector.

GNBI aspires to be a driving force in youth socio-economic transformation and emancipation, empowerment, job creation and poverty alleviation , through supporting innovative and creative entrepreneurs in Agro-processing, Arts and Culture, Energy generation and Green Economy, Mineral beneficiation, Information Technology and Communication, Waste Management and Recycling, Leather, Footwear and Textile technology, Wood technology , Infrastructure development and Manufacturing Sector.

Great North Business Incubator NPC (GNBI) was founded as a Section 21 Company and Not for Profit Organization under the company laws of South Africa. The company was incorporated in 2013 in the Republic of South Africa. The registration numbers are 2013/158285/08, 192-515 NPO. Great North Business Incubator is a registered Public Benefit Organization (PBO)930056433. Our Head office, training centre, and residential facilities are located in Pretoria South Africa.



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# OVERVIEW

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## VISION

GNBI's vision is to be the leading Business Incubator and training organization of excellence in providing training solutions, consultancy and business incubation services.

"Nurturing innovation through a collaborative community of entrepreneurs". Thus, becoming a world class business Incubator of Excellence.

## MISSION

To facilitate economic development and catalyze innovation, entrepreneurial development, and business success that fosters sustainable economic growth in Africa and South Africa in particular" Partnering with our clients to help them become high performing organizations in the competitive business and development environment through performance-based skills development programmes and training development programs and training.

## OBJECTIVES

The main strategic goal of Great North business Incubator(GNBI) is to reduce the "loneliness factor" among early -stage entrepreneurs while helping them develop professionally, accelerate business growth and success, decrease the likelihood of business failure. This will in turn creates new jobs, new technologies, diversifies the industrial base, and enhances quality of life in the community.

## CORE VALUES

- Ability to work effectively with others
- Innovation and Creativity
- Empowerment and participation
- Excellence
- Integrity
- Resourcefulness and Learning

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# COMPANY PHILOSOPHY & PROGRAMMES

We believe that the rich learning experiences our programs offer can effect powerful and positive transformation in individuals, in their communities, institutions and countries. We work with our partners globally to design and implement programs in which participants reach across – and live across – boundaries and borders. And we do this in an atmosphere of mutual respect, organized collaboration, and fun.

## SLOGAN

“Join us for Sustainable Development”!  
Be a part of the Journey to prosperity”  
Yes we hand hold you along the way.

## PROGRAMMING

We conduct 50-70 short-term programs each year for groups that range in size from 1 to 40 participants, and participants who are 16 to 60 years age group. Programs last anytime from one week to four weeks, after which time participants return to their communities, provinces and home countries. We tailor each program's content to its respective participant profiles, its thematic concentration, and its country or countries.

## RESOURCES

Hundreds of experts and institutions have been working with GNBI over the past four years and are eager to continue supporting our projects. For professional programs we hire local, national, and international consultants, and call on diverse institutions to address the professional theme being investigated. For academic programs, we draw on professors from our local universities (the University of South Africa, University of Limpopo, VAAL, Tshwane University of Technology, GIBS Graduate school, University of Pretoria, Wits University, and University of Johannesburg) and throughout South Africa to serve as facilitators, research advisers, business mentors, coaches and academic directors. We use academic and business professionals from African countries. Business Incubation programs involve private business mentors, our well-trained staff, private and public figures with renowned success in entrepreneurship. Our cultural programs engage artists, museums, and theaters from south Africa.

# PROGRAM COMPONENTS AND METHODOLOGY

GNBI recognizes that the adult participants who take part in our projects are experts in their fields, and that youth entrepreneurs also bring a great deal of knowledge, innovation and creativity. We see our role as exposing them not only to new knowledge but also to widely different ideas, situations, emerging markets, developed markets and world-renowned entrepreneurs, leaders and advocates of economic empowerment. GNBI sessions stimulate thought and discussion, so that participants may build on their own knowledge and understanding. Conversely, we call on our foreign participants to help inform the South Africans they come in contact with about their cultures and expertise.

## DIVERSITY

Diversity is central to GNBI programming. Participants, program speakers, organizational hosts, and host families represent different shades of the political, ethnic, economic, and social spectrum in the South African context. We strive to include approximately equal numbers of men and women (or boys and girls) in each program, and our groups visit diverse communities including rural farming areas, suburbs, small cities, and major metropolises.

## LOGISTICS

GNBI manages all aspects of every program from the time participants arrive at airport at OR Tambo International Airport in Johannesburg City, until they return to the airport at the end of the program. We conduct outreach programs in the communities, Universities, Technical Colleges, high schools, and private companies including the mines.

Incubation and Training sessions take place at GNBI's Incubator Head Office/center in Pretoria city, in classrooms at our center and or in hotel conference facilities. During their Pretoria city component most participants reside in the GNBI arranged guest lodgers located in a quiet neighborhood near the town center. GNBI vans and drivers provide local and airport transportation. Staff are on call 24/7 to attend to participants, as needed.





# CULTURAL ACTIVITIES

GNBI staff provides scheduling and escorting on a variety of cultural excursions in every region that is visited. In addition, participants may attend cultural and social activities suited to their individual tastes during their free time.

Typical cultural excursions include concerts, theater, museums, historical landmarks, houses of worship, sports activities (viewing or participating!), city tours, and boat trips.

Home hospitality with local families is a part of many GNBI programs. We combine our learning with tourism and adventure to South Africa's most famous resorts areas.

# IMPACT & SUSTAINABILITY

One of the biggest impacts of GNBI programs is the change they cause in foreign participants' views of South Africa, which most come to see as much more heterogeneous, complex, and democratic than previously thought. This change – sometimes a sea change – in perception is good for the world, not because it plays to any political advantage, but because it is tied to a deeper understanding of the commonalities of different peoples, and to an optimism that we can work together to improve in some way the lives of those in all our communities.

Action plan projects are another good example of post-program impact. These projects are developed during most GNBI programs and implemented by participants on their return home or businesses. This means that they must be fuelled by motivated and well-prepared alumnae.

GNBI helps set this dynamic in motion by a) selecting, when charged with this task, participants with a strong desire to extend themselves to introduce positive changes into their workplaces or communities, b) providing learning experiences that recognize and expand participants' competencies and knowledge base, c) providing consistent guidance in plan development,

and d) providing unflagging support and encouragement – by both GNBI staff and the given program's speakers or organizational hosts.

In addition to changed perspectives and action plan projects, the most significant follow-on activities result from the relationships built through the intensive and integrated programming that GNBI plans and implements. Group members often form friendships and strong professional bonds with one another.

These connections not only afford them personal fulfillment, but also motivate, inform, and enhance future professional, business, entrepreneurs, academic, or community projects. Likewise, the substantial cross-cultural connections made between foreign participants and their South African counterparts often lead to new approaches and attitudes towards work, business and innovation.

# WHY WORK WITH GNBI

Our partners appreciate and rely on GNBI's strengths:

## EXPERIENCE

GNBI staff has more than twenty years of experience providing training, business consultancy, specialist advice, exchange, and projects for countries worldwide.

## DELIVERY OF EXPERTISE

GNBI has access to some of the top minds in South Africa and the continent. Our far-reaching network of professionals includes university professors, international and regional consultants, national and local government offices, and nongovernmental organizations.

## ADAPTABILITY & SUSTAINABILITY

GNBI has developed an extensive array of courses and programs that can be adapted to suit the particular needs of our delegates, entrepreneurs, young leaders and trainers. GNBI provides follow-on components for our projects to maximize the scope and depth of the training provided.

## EVALUATION

GNBI projects include a thorough evaluation component which extends from participant input and feedback during the country side programs to impact evaluations as each project concludes.

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## GIVING BACK TO THE COMMUNITY

Giving back to the historically marginalised communities in the developing countries and South Africa specifically, our work with a wide range of delegates and partners has led to profound intercultural learning experiences.







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## COMPANY PROFILE

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