



REGENT

BUSINESS SCHOOL

HONORIS UNITED UNIVERSITIES

REGENT
Enterprise Development Hub
(REDhub)





COVID-19, the global health crisis that has snatched lives, stolen livelihoods and crushed revenue streams has, ironically, birthed a new era for opportunity and innovation. Around the world, the entrepreneurial spirit is in full throttle, ripe for nurturing. If ever there was a time for innovative players to thrive, it is now. As global economies reboot, analysts and forecasters believe that SMMEs (small, medium, and micro enterprises) with their pioneering and problem-solving philosophies, will play a pivotal role in shaping post-COVID-19 realities. Indeed, there is a direct correlation between a country's economic trajectory and the level of its entrepreneurial activity. The World Bank's Small and Micro Enterprises (SME) report of 2019 highlighted that SMEs contribute up to 40% of the gross domestic product in Africa. Now, experts believe entrepreneurship is key to healing the continent's deep financial wounds inflicted by the global health crisis.

REGENT BUSINESS SCHOOL has made considerable investment to create an environment to support many facets of enterprise development. The REGENT Enterprise Development Hub (REDhub) leverages the business school's iLeadLABs or national technology hubs, and the continuous improvement initiatives to its knowledge-exchange practices, to champion entrepreneurial development, with the intention of contributing to sustainable economic recovery.

REDhub seeks to provide impactful entrepreneurial and enterprise development by nurturing resilient, homegrown ecosystems and breathing life into ideas and concepts to stimulate growth from a grassroots level.



THE REDhub APPROACH

REDhub is anchored in entrepreneurship and enterprise development and is a niche business support and development facility that promotes technology focused entrepreneurship and new venture creation.

The main components of the REDhub initiative are:

- Entrepreneurship development
- Enterprise development
- Innovation
- Access to new markets for SMMEs
- Building collaborative networks of businesses

The focus will be on:

- Igniting the entrepreneurial thought process and passion in individuals
- mitigating against poor business strategy, and
- retraining (upskilling and reskilling) working adults.





SERVICES OFFERED



Business Incubation



Provision of co-working space and makerspaces



Laboratories for product conceptualisation, prototyping and development



Advice for Startup businesses (early stage entrepreneur support)



Business Advisory desk for SMMEs



Mentoring of business owners



Facilitation of access to finance for startup businesses and existing SMMEs



Provision of accounting and tax services for SMMEs



Entrepreneurial training and development



Business education



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These services are required in three stages of business development:

1

BOOTSTRAPPING STAGE

Services:

- Innovation assessment
- Business plan preparation
- Innovation and Entrepreneur Training

Outcome:

Entrepreneur mindset and knowledge

SEED STAGE

Services:

- Mentorship and business advice
- Physical hosting
- Advanced business planning
- Business support
- Commercialisation
- Product prototyping

Outcome:

Market traction in terms of number of customers

2

3

GROWTH STAGE

Services:

- Business development
- Networking
- Shared services network

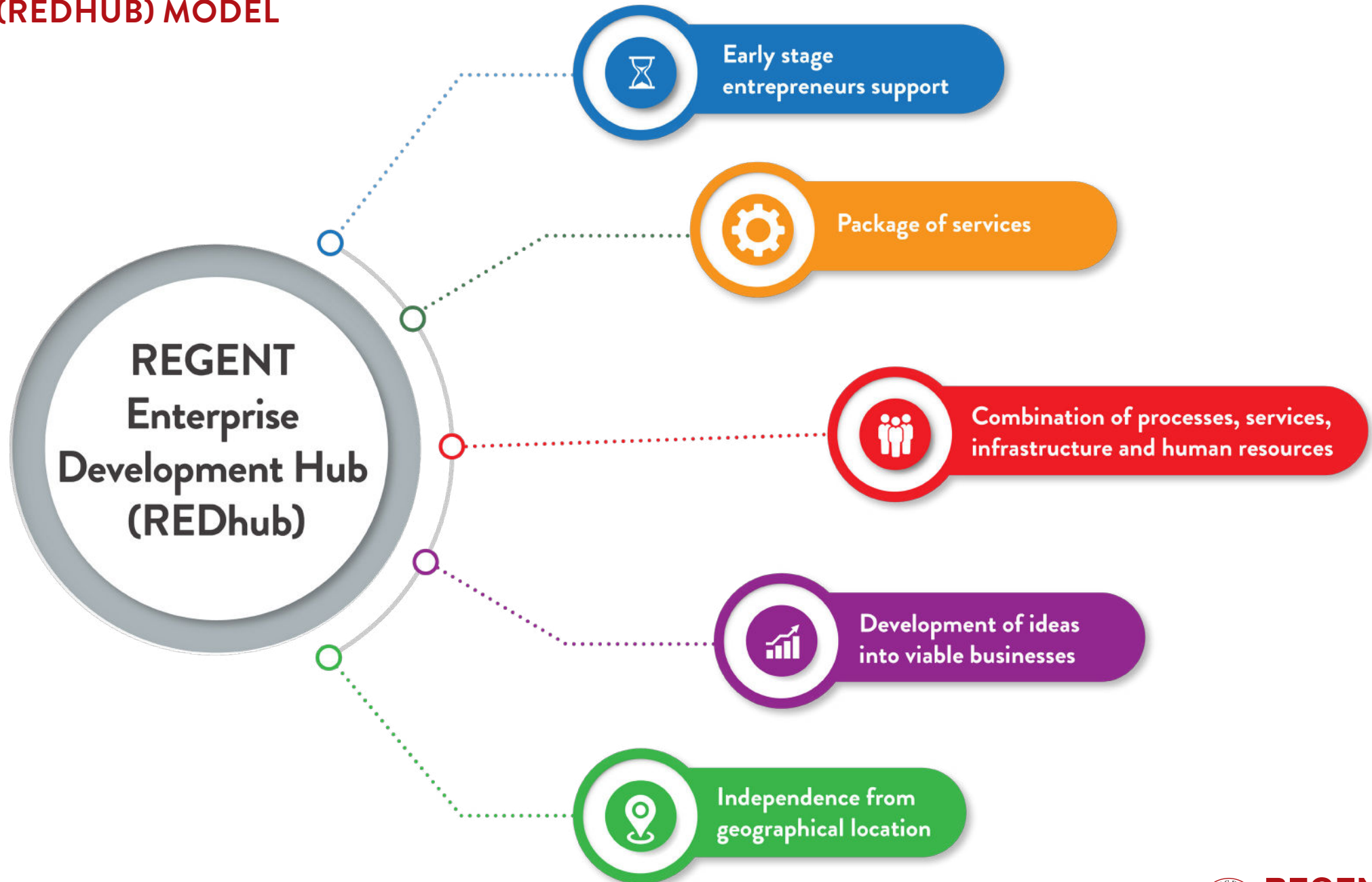
Outcome:

Increased revenue



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REGENT ENTERPRISE DEVELOPMENT HUB (REDHUB) MODEL





CONTACT US

Office hours

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